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THE NATIONAL NEWSPAPER OF MARKETING

Anheuser Holds Position as Leading Brewer; Schlitz Still Is No. 1 Brand

ADVERTISING AGE this week is presenting two sets of brewer's beer and ale sales figures for 1958, one set compiled by National Beer Wholesalers Assn. and Brewing World, the other by Modern Brewery Age.

The figures gathered by NBWA and Brewing World cover only the 15 largest brewers while the other set deals with the 27 largest beer companies. Many of the figures vary, as estimates are made for those brewers that declined to disclose actual sales.

NEW YORK, Jan. 22—The top 27 breweries accounted for 73% of the industry's sales in 1958, with a record of 61,400,819 bbls., out of an estimated total of 84,250,000 bbls. for the industry as a whole, according to figures released today by *Modern Brewery Age*. This was a gain of 2% over 1957, when the top 27 breweries accounted for 71% of an estimated 84,500,000 bbls.

Anheuser-Busch again led in sales with a total of just under 7,000,000 bbls., representing about 8.3% of estimated 1958 sales for all breweries, the report says. The company scored an impressive 866,260-bbls. gain for an increase of 14.2% over its '57 figure. The brewery's gain is reported to have been more than the net gain scored by the total of the other 26 breweries combined.

Although there were some changes in position among the 27 top breweries, the report shows, none was added or dropped out of this category between 1957 and 1958.

The tabulation released today by *Modern Brewery Age* appears on Page 100.

CHICAGO, Jan. 23—The 15 largest brewers in the U. S. sold 470,664 more barrels of beer and ale in 1958 than in 1957, according to figures compiled by *Brewing World* and National Beer Wholesalers Assn.

The brewing giants sold 47,740,083 bbls. in 1958 as compared with 47,269,419 bbls. in 1957. Anheuser-Busch Inc., which narrowly won the selling crown from Jos. Schlitz Brewing Co. in 1957, outsold Schlitz by more than 1,000,000 bbls. last year, selling a total of 6,982,022 bbls. as compared with 6,115,762 bbls. in 1957.

Schlitz, however, claimed that it still had the largest selling single brand (Schlitz) in the U. S. Anheuser-Busch, whose largest selling brand is Budweiser, said it would not comment on the claim until it had seen the official Schlitz figures.

■ Blatz Brewing Co. and Drewrys Ltd. U.S.A. broke into the top 15 class this year and Jacob Ruppert and Piel Bros. dropped out of the select group. Blatz sold 1,700,000 bbls. last year—good for a 13th

(*Continued on Page* 100)

'Total Sell' Serenade Is Music to NAEA Ears

Brass Band, Record Attendance Kick Off Hard-Sell Campaign

If men who have budgets to spend,
Can be sold when our story is told,
If they sign on that old dotted line,
That's Total Selling.

CHICAGO, Jan. 21—Amid frivolity keynoted by a brass band and a song and dance team, top newspaper executives from all facets of the newspaper industry outlined the toughest, most unified hard-sell advertising program that the field has ever seen.

The scene was the 82nd meeting of the Newspaper Advertising Executives Assn. The three-day convention, which closed here today, smashed all previous records for attendance and, some feel, for enthusiasm.

The unusual convention featured a six-piece band and five professional singers and dancers, who spent much of their time singing spirited tunes (from Broadway productions) with special lyrics written by members of the Bureau of Advertising's creative staff. Edward A. Falasca, creative vp of the BofA, produced the show. The tunes carried such titles as "That's Total Selling," "It's Time for Total Selling," "Our New Selling Scheme" and "Put a Shine on Your Sales."

■ In a keynote address, Walter C. Kurz, advertising manager of the *Chicago Tribune*, warned newspaper men that they must be better salesmen, and that they must be stronger in the competitive battle with other media.

"With all of our constructive selling in a marketing sense, we must emphasize the superior value of our newspaper medium to sell goods," Mr. Kurz said. "Too frequently the advertiser or agency

(*Continued on Page* 28)

Conde Nast Weighs Bids, Patcevitch Says

NEW YORK, Jan. 22—I. S. V. Patcevitch, chairman and president of Conde Nast Publications, continued this week to weigh bids proffered by other major magazine publishers, financial groups and private investors seeking control of Conde Nast, publisher of *Vogue*, *House & Garden*, *Glamour* and two pattern books.

Confirming a report in ADVERTISING AGE (AA, Jan. 19), Mr. Patcevitch issued a statement saying that he had been approached

(*Continued on Page* 100)

What you may not know about auto insurance could cost you plenty

AGAIN—*Leo Burnett Co., Chicago, has scheduled another multi-page, editorial-type ad for a client with this ad (first page of five) for Allstate Insurance Co. in the Jan. 31 Saturday Evening Post. Previous multi-page ads were for Chrysler and Marlboro.*

McGraw-Hill Calls FTC's Witnesses Just Fine for Defense, Too

NEW YORK, Jan. 22—McGraw-Hill Publishing Co. today concluded its defense against Federal Trade Commission charges of misleading advertising without calling any witnesses.

The FTC ended its case Dec. 11, and defense hearings were slated to begin today. But in a brief session counsel for McGraw-Hill took the position that the witnesses previously called by the FTC not only did not prove the commission's charges but actually had sustained McGraw-Hill's rebuttal.

The two sides will now prepare their findings and submit them to FTC Examiner John B. Poindexter some time next month.

The FTC complaint was made in December, 1957. It charged McGraw-Hill with deceptive practices in the promotion of advertising surveys for two M-H publications, *Electrical Merchandising* and *American Automobile*. #

FCC May Evict Nets From Spot Sales Field

Commission Seen Less Adamant on Rep Activity Than on Option Time

WASHINGTON, Jan. 22—The Federal Communications Commission is expected to act soon on a proposal which would force CBS and NBC to get out of the station "rep" business.

The divorce of networks from the "spot" side of the tv business was one of the major recommendations in the commission's staff study of the tv industry. Unlike option time, it is a recommendation which the commission's majority is expected to accept.

The report of FCC's staff conceded that networks currently represent only a handful of tv stations in the sale of "spot" time. However, the report said that the principle is unsound because networks shouldn't be allowed to "work both sides of the street," and it also expressed fear that network participation in the spot business would increase.

■ Last week FCC's majority paid tribute to the role of networks in the nation's tv service by sending the Justice Department a strong report proposing to retain option time arrangements which networks regard as the keystone of their business relations with affiliates (AA, Jan. 19).

While the commission has displayed a willingness to lock horns with the anti-trust division of the Department of Justice on the option time issue, its majority is said to be ready to force networks to go out of the "spot" sales business.

Action on "spot sales" is expected in the very near future. While the action would involve changes in existing arrangements, network officials have conceded that nothing fundamental to network operation is involved.

■ Among the other issues raised in FCC's lengthy study of network operations, "must buy" has become moot, with NBC and CBS both voluntarily replacing it with

(*Continued on Page* 100)

FTC Examiner Hits Firestone 'Original Equipment' Tire Ads

WASHINGTON, Jan. 23—A Federal Trade Commission hearing examiner proposed today to temper justice with mercy in a case involving allegedly misleading brand names on Firestone tires.

The examiner, J. Earl Cox, said some of the superlatives used in Firestone brand names were confusing, as FTC has charged in a complaint issued Dec. 31, 1957.

However, he said Firestone has already agreed to go to considerable expense to correct the situation, so further litigation on this point might merely delay and complicate the corrective process.

On a second portion of the complaint, however, involving the

(*Continued on Page* 100)

630 Third Ave. Is New Address

ADVERTISING AGE's New York address has been changed from:

480 Lexington Ave.

to:

630 Third Ave.
New York 17

Please change all records to show this new address. The phone number remains YUkon 6-5050.

Last Minute News Flashes

Frito Gives National, More Regional Units to D-F-S

DALLAS, Jan. 23—Frito Co. has named Dancer-Fitzgerald-Sample, Chicago, to handle national and regional advertising for Fritos corn chips, and also advertising for Frito-Nicolay, Dancey Co., Detroit, and the Frito Co.—eastern division, Mamaroneck, N. Y. The account bills about $1,000,000. Tracy-Locke Co., which formerly had the national advertising, will continue to handle Frito's southwestern division. Erwin Wasey, Ruthrauff & Ryan, which previously handled the regional accounts, will continue to service Frito's West Coast division. D-F-S has handled Frito's New Era division, Chicago, for the past year.

Burnett Resigns Bissell in Product Conflict

CHICAGO, Jan. 23—Leo Burnett Co. has resigned the $1,000,000-plus Bissell Carpet Sweeper Co. account, effective July 1, because of a "product conflict"—probably Hoover Co. Appointment of a successor is not expected immediately. Bissell told ADVERTISING AGE the account will probably bill about $1,500,000 in 1959, out of a total budget of about $2,000,000.

Chris-Craft Moves to Grant from BSF&D

POMPANO BEACH, FLA., Jan. 23—Chris-Craft Corp. has moved its advertising from Brooke, Smith, French & Dorrance to Grant Advertising, Miami. Chris-Craft, which calls itself the sales leader in the motor boat field, advertises mainly in trade and consumer magazines, with some newspaper space. The move reportedly was made to take advantage of Grant's more fully-staffed Miami office.

(*Additional News Flashes on Page* 101)

Plug 'Victim' of Esther Williams Doesn't Object

Sales Gain as 'Terrific Draw' Appears on Allen TV Show, Spector Says

NEW YORK, Jan. 22—Steve Allen fans who tuned in his show last Sunday night may have thought their favorite entertainer had a new sponsor—Esther Williams' swimming pool company—since most of the program was built around the swimming star's latest model pool.

Mr. Allen can use some new sponsors, but such was not the case. Miss Williams was there as a salaried guest. The sponsors who paid the bill for the telecast were Greyhound and Hazel Bishop Inc.

To find out how the sponsors reacted to all the "free" plugs on their time, ADVERTISING AGE called Raymond Spector, chairman of the board of Hazel Bishop and head of Bishop's agency. The cosmetics

(*Continued on Page* 100)

Westinghouse Readies One-Two Appliance Punch

Drive to Use Print but Relies Heavily on TV 'Desilu Playhouse'

PITTSBURGH, Jan. 22—Westinghouse Electric Corp. will get its 1959 advertising program under way with two promotions—a $1,000,000-plus "Wonderama Days" campaign starting in late January and a $2,500,000 drive for the "total electric home" breaking in early February.

The "Wonderama Days" will start Jan. 26, when Westinghouse ranges, laundry appliances and television sets will be previewed on the "Westinghouse Desilu Playhouse" (CBS-TV). The first magazine ads will appear in issues out that same week of *Life*, *Progressive Farmer* and *Successful Farming*.

In a Lucille Ball-Desi Arnaz special Westinghouse show Feb. 9, the characters in the show, the Ricardos and Mertzes, will visit Alaska. This show has been worked into a retail promotion program. Dealers will vie with each other for trips to Alaska and will give consumer pocket encyclopedias of Alaska as a premium.

Westinghouse dealers will have local store displays and ads to tie them to the national program. As dealers sign up to tie in with the promotion, they are given a display package which includes the encyclopedia, Alaskan travel posters, and other promotional pieces.

Newspaper ads will appear in key cities Feb. 3 to tell about the 1959 line of laundry equipment, and newspaper ads the following week will cover the full line of refrigerators, ranges, freezers, dishwashers and laundry appliances.

Magazine ads also will run in

(*Continued on Page 99*)

National Life Sets Spot TV Ads in 12 Big Markets

NASHVILLE, Jan. 22—One of the country's major life insurance companies entered the ranks of national advertisers this week with spot tv schedules in 12 major markets. National Life & Accident Insurance Co., Nashville, is placing the campaign through Noble-Dury & Associates, Nashville and Memphis.

The filmed spots feature John Cameron Swayze and are being given five or more exposures per week in or adjacent to early evening news programs and in other Class A and AA slots. Markets being used on a test basis this year include Nashville, Memphis, Atlanta, New Orleans, Houston, San Antonio, Dallas-Ft. Worth, St. Louis, Louisville, Detroit, Los Angeles, and San Francisco.

The budget amounts to "several hundred thousand dollars," according to Noble-Dury.

■ National Life operates in 21 states. Thus far its consumer advertising activities have been limited to company identification in connection with its broadcasting properties, WSM and WSM-TV, Nashville.

The agency last week acquired the account of Arkansas Rice Growers Cooperative Assn. (Riceland rice), effective Feb. 1 (AA, Jan. 19). #

Van Brunt, Woolf Agencies Set Mutual Services Agreement

NEW YORK, Jan. 21—Van Brunt & Co., New York, and Len Woolf Co., Los Angeles, have teamed up under a "reciprocal service arrangement" that provides clients of both agencies marketing and advertising services in the agencies' respective markets.

In a joint announcement, the agencies said that both will continue operating as independent corporate entities and will function under the new working arrangement "in the manner of branch offices."

"Each agency will be responsible for its individual clients, but will be available for special assignments from the other. Both, of course, will have full access to research, marketing, media and creative art and copy facilities of each office."

The Van Brunt agency, formed last year by Albert D. Van Brunt, former vp of Buchanan & Co., lists among its clients American Banner Lines; Oliver-Kermit Hotel Associates; Curtis-Young Corp. and others. A new account announced today is Consolidated Mutual Insurance Co., formerly with Ritter, Sanford, Price & Chalik.

The Los Angeles agency handles Parcelair division of American Shippers; Bestile Mfg. Co.; United Pacific Aluminum Corp. and others. #

$92,800,000 Is Asked for Census in Ike's Budget

WASHINGTON, Jan. 21—President Eisenhower's new budget for 1960 not only calls for more money for the collection of economic statistics, but it singles out this function of government for more attention than it has ever had before.

The budget contains $92,800,000 for work on several of the most important benchmark censuses, and $38,200,000 for the regular monthly and quarterly statistical programs carried out by a number of government agencies.

The President not only supplied a special tabulation and discussion of statistical work as an appendix to the budget but for the first time in history used a portion of the main budget message to hammer home the administration's feeling that comprehensive and well coordinated statistical work is vital to the welfare of government and business.

■ "The rapid growth of our economy and the effective operation of markets for goods and services require prompt and accurate national statistical information as well as improved organization within the government for analysis," the budget message said.

"This budget recommends a major increase in funds for obtaining fundamental economic and demographic data through the 18th decennial census," it points out. "It also provides for improvements in the compilation of regular price, construction, manpower and related data to help produce more sensitive and useful information on which many private and government decisions are based."

The $92,800,000 for benchmark censuses included $6,000,000 for the processing and printing of the censuses of business and manufactures which got under way last week, and $86,500,000 for the collection of the censuses of agriculture, population and housing in late 1959 and early 1960. With $8,500,000 already

(*Continued on Page 102*)

OFFBEAT—*A solemn, bespectacled model—in garb to emphasize sales points—appears in a new series of trade ads for Braniff Airways. The ads kick off in late January and early February and may be moved into consumer magazines later in the year, according to Potts-Woodbury, Kansas City, Mo., Braniff's agency.*

Ford Tries Soft Sell, Mercury Uses Contrasts with Rivals in 'Fact' Books

Ford Buyer's Digest Brings 1,500,000 Requests—with Dimes

DETROIT, Jan. 21—Ford division of Ford Motor Co. made a double-barreled pitch last fall with a book offer that had the industry speculating when it was announced, reading eagerly when the first copies became available, and now wondering whether this book is creating the following among customers the mail order catalog still attracts in rural areas.

This is not to suggest the Ford book is a catalog. Careful reading from cover to cover leaves the impression of the Ford line's virtues and competitive characteristics, and a pretty full idea of how much they cost. This information, however, is administered with a heavy coating of general motoring information designed to improve driving habits and perhaps prolong the lives of the motorists who read it, even though they may never set foot in a Ford.

Ford made its first promotion effort on the book, titled "Buyer's Digest of New Car Facts for 1959,"

(*Continued on Page 32*)

Arrington Named Toilet Articles Manager at Colgate

NEW YORK, Jan. 21—Colgate-Palmolive Co. has appointed Kenneth B. Arrington general product manager of the toilet articles division. He succeeds Ed Gumpert, who recently joined Geyer, Morey, Madden & Ballard as vp and chairman of the marketing plans committee.

Mr. Arrington joined the company in 1951 as assistant advertising manager and most recently was product manager of all Colgate dentifrices.

Colgate has moved up several other executives along the line. Succeeding Mr. Arrington is Joseph A. Deimling, formerly product manager for Lustre-Creme and Veto. He joined the company in 1953 as assistant merchandising and sales promotion manager.

J. J. Hirschberg moves into Mr. Deimling's position. He has been with the company since 1947 and was formerly merchandising manager for the toilet articles division. R. C. Beson, formerly assistant product manager on dentifrices, succeeds Mr. Hirschberg. He joined the company in 1951. #

Third Printing for Mercury's Unique Comparative List

DETROIT, Jan. 21—A new twist to the technique of car advertising through comparison of rival products was tossed into the merchandising effort this month by Mercury division of Ford Motor Co., in offering a 40-page booklet that calls a spade a spade, a Buick a Buick and a Dodge a Dodge.

Away with this "Car A" and "Car B" double-talk. The straightforward Mercury booklet is an outgrowth of another booklet originally prepared for information of salesmen and dealers at the time of introduction of the 1959 models. It presented the division's claims to product superiority.

Its reception was so enthusiastic, that the booklet was revamped to suit customer use and given a test run in three areas under the title "1959 New Car Buyer's Guide."

■ The first major invitation nationwide to drop in to a Mercury dealer and pick up a copy of the book was on Jan. 11, on the Pro Bowl football telecast and two Ed Sullivan shows, Jan. 11 and 18. Mercury also reached more than 200,000,000 newspaper readers with

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DEAL—*Armour & Co.'s San Francisco marketing office is promoting bacon with a 50¢ cash-return offer in West Coast newspapers. N. W. Ayer & Son is the agency.*

President to Ask $350,000,000 in Mail Rate Hikes

Calls 'Subsidized' Cost 'Inequitable'; Congress Seen Cool to Increases

WASHINGTON, Jan. 20—Representatives of business mail user groups braced themselves for a two-front battle over postage rates this spring as President Eisenhower told Congress he wants fewer subsidies for mail users and another rate increase.

In his budget message, the President estimated that the Post Office will take in $522,000,000 less than it will spend in the 12 months starting July 1. While he said $172,000,000 of this represents services which Congress says it wants to subsidize, the President termed these subsidies as "excessive," and he said Congress should "correct" the situation with legislation "to assure a more equitable sharing of postal operating costs between mail users and the general public."

■ Without indicating what he has in mind, the President also reported that he is planning a special message calling for about $350,000,000 in additional postal rate increases to put the Post Office on a break-even basis.

Presumably this would include a 5¢ rate on letters, a further increase in air mail rates and probably additional increases in third class rates.

On the assumption that good times generate increases in mail volume, the Post Office Department predicted it will be required to handle 64.5 billion pieces of mail in fiscal year 1960, a 4.3% increase. It estimates first class mail up 4.9% and third class mail up 5.3% despite recent rate increases. Its estimates for second class mail—newspapers and magazines—concede a dip of nearly 2% for the current fiscal year, and only a fractional improvement in fiscal 1960.

■ Reports to the new Congress put special emphasis on impending moves to modernize and mechanize post office operations. A fund of $88,500,000 was included in the 1960 budget for this purpose, as the starter on a plan which envisions the expenditure of more than $500,000,000 "to replace obsolete and outworn postal facilities."

The scope of the forthcoming battle over subsidies and rates was still uncertain, although there were indications that neither the House nor Senate post office committees will give a friendly reception to a request for further increases in rates this year.

■ Influential members of both committees have indicated hostility to another rate bill. But the President focused attention on the fact that last year's bill contained pay hikes which offset a substantial portion of the new revenue voted by Congress.

In the dispute over subsidies to mail users, there were reports the administration may encourage the House appropriations committee to refuse to approve the full $172,000,000 subsidy required to cover handling of government mail, free mail for the blind, special second and third class discounts for nonprofit organizations and similar privileges identified as public services in the Postal Policy Act. Failure of the appropriations committee to acknowledge these subsidies would touch off new arguments over the actual size of the postal deficit. #

Schick, Ronson Shift Shaver Ad Setups, Prices

Schick to Boost Own Local Spending; Ronson Cuts Co-op, Drops Radio

NEW YORK, Jan. 20—Schick today announced list price reductions on all its shaver models effective March 9.

Ronson Corp. this week also announced changes in pricing, discounts, co-op advertising and withdrawal of trade-in allowances.

Biggest cut for Schick is in the best-selling Powershave model, which will drop $9 to $22.50. Smallest reduction is in the Lady Schick Futura, reduced $2.50 to $15. As before, the least expensive shaver will be the Lady Schick, with a new list of $12.95, a $3 reduction.

This move was made one week after Schick announced direct factory-to-retailer distribution (AA, Jan. 19)—thereby eliminating 1,200 wholesalers—and two weeks after discontinuance of trade-in allowances. It is the latest action of the new management team which took over two months ago when Revlon Inc. bought majority interest in the 29-year-old shaver maker.

■ Along with the changes in distribution and price reductions, Chester G. Gifford, chairman of the board, said Schick will "have

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Musicians Local in N.Y. Sets Push Extolling Live Music

NEW YORK, Jan. 22—Local 802 of the American Federation of Musicians has launched a $75,000 advertising campaign to promote the use of live music. The drive will run for five weeks, using newspapers, radio and tv.

Al Manuti, president of the local, said this was the first effort of its kind ever sponsored by a labor union local. He called it the first step in an expanded program of public relations and live music promotion that will be financed by the union's live music promotion fund. Marschalk & Pratt is the agency.

The ads feature Judy Holliday, Jimmie Durante and Jackie Gleason, who contributed their services. In a typical one, Mr. Gleason advises people to give a "bang-up party with some live music. Hire some musicians, ask some pals in, and just wait till those bugles blow. You'll have a party that will fly along with the wonderful beat of live music."

In a radio spot Miss Holliday describes the fun she had "last night" at a night club, where the lights were down low and there was "wonderful, wonderful live music." She suggests:

■ "You can have a perfect time, too, any evening of the week. Go any place that has live music. A hotel, restaurant, concert or musical show can make you feel just as good as I felt in that night club."

The schedule for the drive includes 19 newspapers, four tv stations and nine radio stations. #

Helen Bowles Joins Stacy

Helen Bowles, formerly promotional and educational director of Pellon Corp., has been named merchandising director of Kenneth Stacy Corp., New York maker of Interlon, Veriform and Sta-Shape fabrics.

Wilson Pace Lemons Scofield Young

NAEA OFFICERS—*New officers of Newspaper Advertising Executives Assn. for the 1959-60 year include George Lemons, Greensboro News and Record, president; Russell W. Young, Seattle Times, exec vp; Russell E. Scofield, Lexington Herald-Leader, 1st vp; Eric M. Wilson, Montreal Star, 2nd vp, and Robert C. Pace, secretary-treasurer.*

Adman in the News . . . George Lemons

CHICAGO, Jan. 21—George Lemons, the new president of the Newspaper Advertising Executives Assn., is completely convinced that Total Selling is the best thing that ever happened to the newspaper field.

"Everyone in the newspaper field must work hard and together if we are going to put over the Total Selling program," Mr. Lemons said in his soft southern drawl. "The plan is a good one and it should produce increased advertising for newspapers."

The tall (6'3½"), lanky president of NAEA, who is 53, never wanted to be anything but a newspaper adman. Born in North Carolina, he moved to Dallas with his family when he was eight years old. His father was advertising director of the *Dallas Morning News*.

■ Mr. Lemons broke into the newspaper field in 1926 when he joined the old *Cincinnati Times-Star* as an advertising space salesman. After two years, he returned to his native state, landing a position with the *Greensboro News* and *Record* as a salesman.

He was promoted local advertising manager in 1938, advertising manager in 1942, and in 1944 was advanced to advertising director—the position he holds today.

A member of NAEA since 1940, Mr. Lemons held all of the group's lower offices before being elected to the presidency. Actually, he was compelled to assume the presidential duties two days ago because of the illness of Charles B. Lord, advertising director of the *Indianapolis Star* and *News*, who was unable to attend the convention.

■ In addition to his ad duties at his newspaper, Mr. Lemons devotes nearly half of his working hours to bringing new industry and business to North Carolina as a longtime member and former director and chairman of the commercial development committee of the Greensboro Chamber of Commerce.

He also is a member of the plans committee of the Bureau of Advertising, American Newspaper Publishers Assn., a director of the North Carolina Merchants Assn. and Greensboro Merchants Assn., and past president of NAEA of the Carolinas, Piedmont Sales Executives and Greensboro Merchants Assn.

An ardent fisherman, Mr. Lemons also is an amateur photographer. He and his wife Georgia have been married nearly 30 years. They have a married daughter, Mrs. Joyce Coulter. #

Hitchcock Joins Shulton

Frederick C. Hitchcock Jr., formerly director of new products of Warner-Lambert Pharmaceutical Co., has been appointed assistant to the president of Shulton Inc., New York, manufacturer of men's and women's toiletries. His primary responsibility will be evaluating and developing new marketing methods.

'75% Speak French' . . .

'Juliet' Is Taken; Dell Renames New Book 'Ingenue'

'No Harder to Say Than Mademoiselle; Has Right Meaning West of Hudson'

NEW YORK, Jan. 21—Juliet's comments about "what's in a name" have heightened meaning for Dell Publishing Co., which, after naming a new teen-age girls' magazine *Juliet*, had to switch the title this week to the non-Avonian *Ingenue*.

Late last year, Dell announced that a "one-shot" entitled *1,000 Hints for Teens* proved so successful that it would be issued on a quarterly basis in 1959. Then Dell got so hipped on the venture it decided to put out a full-fledged teen magazine dubbed *Juliet*.

The company staffed the magazine with experienced editors and announced *Juliet's* editorial approach would be "as intimate, as personal, as aware of [the teenager's] guidance needs in all areas as anyone can be, apart from her own mother."

Indeed, continued Dell's prospectus, "Without arrogance, and merely recognizing the forces at work through the teen years, there will be many times when we are closer to the girl than her mother can be—when mothers will wonder (though gratefully) why the girl listens to us and believes in us when the same advice that mother puts out goes unheeded or resented."

■ After thus establishing the editorial concept for *Juliet*, Dell issued a rate card ($1,700 a b&w page) and scheduled introductory ads in ADVERTISING AGE, *Drug Trade News, Sales Management*

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Balaban Stations Set 1 Rate for All Advertisers

Radio Stations in Dallas, Milwaukee, St. Louis Join Tulsa Station in Move

NEW YORK, Jan. 22—The single-rate cause picked up some support last week, when two Balaban radio stations and KTUL, Tulsa, switched to a one-rate policy (AA, Jan. 19).

John F. Box, exec vp of the Balaban stations, said WRIT, Milwaukee, and KBOX, Dallas, are adopting a single rate policy because "one of the greatest detriments to our business is the existence of the system of multiple prices for similar service."

Another Balaban station, WIL, St. Louis, already has the same price for local, regional and national advertisers, but its rates are going up slightly. The switch to the single rate—the national rate—is effective March 1 in Milwaukee and Dallas.

■ Robert E. Eastman, whose company represents these Balaban stations, called the local *vs.* national rate situation broadcasting's "biggest single problem."

He said many advertising agencies have urged representatives to do something about the situation.

"This year, out of New York advertising agencies, there are many millions of dollars being placed at local rates," Mr. Eastman asserted. "This is happening for soft drinks, clothing, beer, cigarets, shoes, automobiles, appliances and even food products. In some instances I know of, the local food broker buys an advertising campaign and then allots it to his principals at local rates or less.

"In certain sections of the country, it is standard practice for all advertisers to get local rate without question," the rep continued.

■ Mr. Eastman said that agencies can lose control of appropriations when local factors take over at a cheaper rate. For this reason, he said, some agencies will recommend "safe" national media, such as magazine or network tv, even when spot radio may be more desirable for the product concerned.

■ James H. Schoonover, general manager of KTUL, Tulsa, indicated that his station became the first in the Tulsa market to switch to a single rate because the "problems arising from the differential between local and national rates have become increasingly apparent."

KTUL's new single-price scale, which goes into effect in February, represents an increase for national and regional advertisers as well as local advertisers who buy in choice time periods. This rate has been raised about 16% above the price national and regional advertisers used to pay for those periods.

For advertisers who used to qualify for the lower local rate the increase is about 75%.

In other time periods, however, the new rate is about 29% below the old national rate—and therefore between the old national and local scale. #

New Research Service to Test Dailies' Color Ads

Publication Research Service Offers Check on Readership, Buying

CHICAGO, Jan. 21—A new plan for a continuing study of color advertising and readership was announced during the Newspaper Advertising Executives Assn. convention by Publication Research Service. It promises six copy-testing opportunities to advertisers,

NAEA Convention

and holds out the possibility of later expansion to monthly testing and to regional reports.

Under the plan for the Continuing Study of Color Advertising Impact, an advertiser would obtain an analysis and appraisal of his advertisement if his ad appeared in 20 of the listed newspapers. He might use two or three different advertisements in any combination in the list of newspapers. Thus he ought to be able to test two different color ads, or identical ads in black and one color *vs.* other color combinations.

No split runs are offered.

(Continued on Page 32)

HOW IT'S DONE—*Japan Air Lines dramatizes the training and service required of its hostesses in this color page in the February Sunset Magazine. Botsford, Constantine & Gardner, San Francisco, is the agency.*

Net Earnings in '58 Highest Ever, Nielsen Reports

Net Is $1,129,385; Foreign Sales Chalk Up 15.9% Increase

CHICAGO, Jan. 21—A. C. Nielsen Co. had net earnings of $1,129,385 for the fiscal year ended Aug. 31, 1958, the highest in the company's history, it was reported today in Nielsen's first public report. The market research company offered its stock to the public for the first time Dec. 10, '58 (AA, Nov. 24, '58).

Earnings per share amounted to $2.23 compared with $2.09 in 1957, when total net earnings were $1,058,141.

Domestic and foreign sales in 1958 amounted to $24,132,000, an increase of 15.9% over 1957 sales of $20,823,000. Included revenue from foreign subsidiaries in 10 countries was $5,858,000 in 1958,

(Continued on Page 102)

Reach, McClinton Drops Westinghouse, Folds Int'l Division

NEW YORK, Jan. 20—Reach, McClinton & Co. is folding its international division, and has asked the sole client of that division to seek a new agency.

The client is Westinghouse Electric International Co. and the resignation becomes effective Feb. 1. Westinghouse was said to be agreeable to the move, since the agency took the position that "this is a very small account and it's just not an efficient operation for us."

■ Reach, McClinton's decision also meant the resignation of Gerald J. Johnson, who handled the account. Mr. Johnson joined Reach late in 1956 from Ellington & Co. and was named to head the agency's international setup when Westinghouse moved over from Ellington in May, 1957.

Last year Westinghouse billed less than $100,000 with Reach, McClinton, using mostly business and industrial publications in Latin America. A decision by Westinghouse to expand its advertising program in Western Europe and the Middle East would have required Reach, McClinton to add to its service staff on the account, and this Reach was not willing to do.

J. A. Jaeger, advertising director of Westinghouse International, said today he was interviewing agencies, but that he expected to make no decision "before next week at the earliest." #

Matson Navigation Sets 1st Radio Campaign

For the first time in its 76-year history, Matson Navigation Co., San Francisco, has begun using radio advertising. As part of its national ad program for 1959, Matson will sponsor a new series of 10-minute CBS Pacific network newscasts and independent radio station commercials in Washington, Oregon, California, Nevada, Utah, Colorado and Texas. The CBS Pacific network will air newscaster Frank Goss Monday through Saturday; in Spokane, Matson's news program will be heard over KKLY, and in Portland over KOIN.

In addition, Matson will advertise its West Coast to Hawaii and the South Pacific cruises up to 20 times a week in one-minute commercials on independent stations in San Francisco, Los Angeles, Salt Lake City, Denver, Dallas, Fort Worth and Houston. Fuller & Smith & Ross is handling the drive, which stresses sailings to Hawaii and second quarter of the year sailings to the South Pacific on fares reduced 25%.

WTVJ Names Bagwell in Sales

Ken Bagwell has been promoted to national sales manager of WTVJ, Miami. He formerly was assistant national sales director of the tv station. Frank Howell, also a former assistant, has been named local sales manager.

Highlights of This Week's Issue

The Federal Communications Commission is expected to act soon on a proposal which would force CBS and NBC to get out of the station rep business ..... Page 1

Sponsor of Steve Allen show is not perturbed by Sunday night show in which Esther Williams and her swimming pool business got a showful of publicity built around Miss Williams' new pool ..... Page 1

The Newspaper Advertising Executives Assn. outline the industry's toughest, most unified hard-sell advertising program it has ever seen ..... Page 1

Westinghouse prepares a double-barreled appliance promotion for 1959, with a $1,000,000-plus "Wonderama Days" starting late in January and a $2,500,000 drive for the "total electric home" breaking early in February ..... Page 2

Census Bureau gets more attention than before in President Eisenhower's budget proposal, with $92,800,000 for work on several of the most important benchmark censuses and $38,200,000 for the regular monthly and quarterly statistical programs carried out by a number of government agencies ..... Page 2

Ford offers booklet combining soft pitch for its cars plus useful hints to motorists on driving and gets 1,500,000 requests plus dimes ..... Page 2

National Life & Accident Insurance Co. enters ranks of national advertisers with spot tv schedules in 12 major markets ..... Page 2

Business mail users brace selves for a two-front battle over postage rates this spring as President Eisenhower tells Congress he wants fewer subsidies for mail users and another rate increase ..... Page 2

Dell has to shift gears after naming its new magazine Juliet when it discovers there is already a magazine of that name, changes to new name Ingenue ..... Page 3

Balaban stations in Milwaukee and Dallas join with KTUL, Tulsa, in switching to a single rate policy ..... Page 3

A. C. Nielsen Co. reports highest net earnings in its history—$1,129,385—for fiscal year ended Aug. 31, 1958 in first public report ..... Page 3

Housewives who save trading stamps really are getting a break, Department of Agriculture reports ..... Page 6

Pitney-Bowes must issue royalty-free licenses under its existing patents and require only "reasonable" royalties under any patents it obtains in the next five years, in consent decree with Department of Justice ..... Page 20

Young & Rubicam's popular "Register and Vote" ad, which has drawn more than 11,000 requests for reprints, almost didn't get created as Y&Rers made frantic search to track down quote from Edmund Burke and photo of chessmen ..... Page 22

Railroads have launched geographical price cutting program in order to scotch competition of water-borne barges, president of barge line says ..... Page 23

TelePrompTer starts off 1959 with flurry of colored-circuit tv activity ..... Page 24

Research by trade publications is "completely lacking in objectivity" and "cheap," J. Wesley Rosberg, research vp of Buchen Co., tells tf Club of Chicago ..... Page 34

San Francisco's planning commission recommends a ban on all outdoor advertising signs along the three new freeways now under construction in the area ..... Page 35

Maxwell Associates celebrates its second anniversary with an election in which secretaries got elected board chairman, and the president becomes an office boy—for a few hours ..... Page 38

General Federation of Women's Clubs raises its voice against using women in the selling of liquor ..... Page 42

Ads of yesteryear carried same type appeals as today, Library of Congress exhibit of ads ranging from 1837 to 1876 reveals ..... Page 46

Baby Post launches "magazine format" program over WNTA-TV ..... Page 50

Grocers need more cooperation from the newspapers in which they advertise if they are to get maximum effectiveness from their ad dollars, Orville W. Johler, vp in charge of advertising and merchandising of IGA Food Stores ..... Page 54

Too many supermarkets are losing sight of the factor which made them so successful—the appeal of low prices, W. R. Henry, trade relations director of Pet Milk Co. says in speech at Michigan State University ..... Page 64

Pat Harrington Jr., salesman for WNEW-TV, and Pat Harrington Jr., comedian on Steve Allen's show and others, are one and the same person ..... Page 66

The media salesman who calls once and then fails to call back is irking to media buyers, Dr. E. L. Deckinger of Grey Advertising Agency tells TV Guide meeting ..... Page 68

Coupon offers have definite value but are not a panacea for all marketing ills, Arthur C. Nielsen Jr. tells Merchandising Executives Club of Chicago ..... Page 70

Andy Armstrong delves on the iconography of advertising art ..... Page 86

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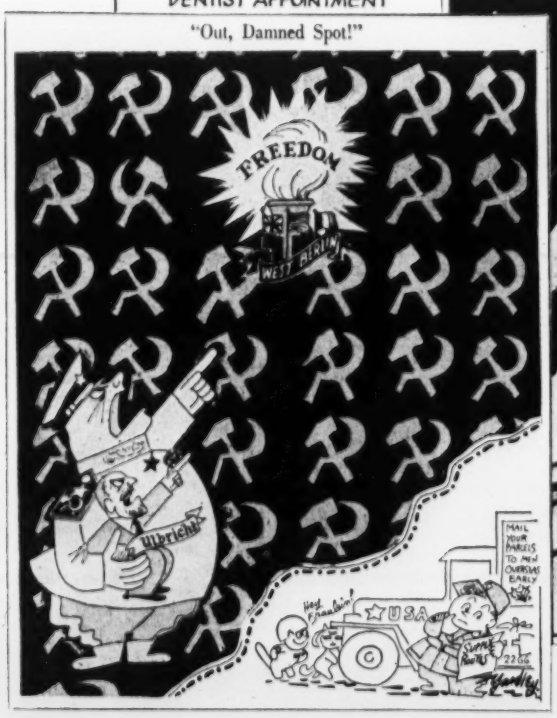
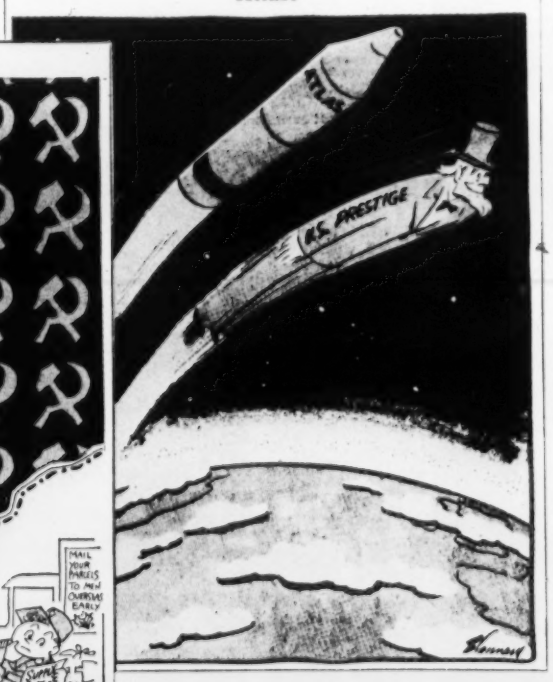
What They're Saying	12

The Sun shines on Cartoons

Used inventively, the pen can be mightier than the word. The Sunpapers demonstrate this morning, evening and Sunday—in the cartoons of Yardley, Flannery and Stees. Very little escapes their watchful eye and deft hand—from "luniks" to politics—from the constant trials to the occasional triumphs of the typical taxpayer. The result? A procession of pictorial treatises on our times. It's editorial features of this caliber that explain The Sunpapers' *drawing power* for advertisers.





The Baltimore Sunpapers

ABC circulation: Combined Morning and Evening 410,945—Sunday 314,229

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Collins, Miller & Hutchings INC.

America's finest photoengraving plant for letterpress and gravure

333 W. Lake
Chicago 6

To get a bigger share of the market in 1959...

BUY THE BIG ONE

The biggest thing in print
12,873,378 families every week

This Week
MAGAZINE

This Week in Washington . . .

Stamps Actually Do Save Money for Mom, Dept. of Agriculture Discovers

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 22—The U.S. Department of Agriculture has come up with the proof: There is a Santa Claus. According to a report on trading stamps which the department expects to release in the near future, Santa Claus is the nearby supermarket.

The department's experts had set out some time ago to find out who bears the cost of trading stamps. Somewhat to their own surprise, they found that housewives who save stamps really are getting a break. The merchandise they earn is worth a lot more than any special increment which the merchant adds to his price.

The department compared prices at stamp and non-stamp supermarkets in 21 cities between November, 1953, and March 1957. It found that stamp-giving stores increased their prices 0.6¢ over non-stamp stores. On the other hand, consumers redeemed stamps for merchandise valued at about 2% of each retail dollar spent in filling the stamp book.

"Thus," says USDA, "if the consumer pays 0.6¢ more for food in a stamp-giving store but redeems his stamps at the rate of 2%, he benefits by the extent of this difference. That is, if you don't count the time and trouble it takes to save and redeem stamps."

■ Since the Department of Agriculture is constitutionally skeptical of any development which adds to the cost of distributing food, this clean bill of health comes as a relief to stamp vendors. Even so, a representative of S&H suggests the report may even underestimate the savings which stamps bring consumers.

"After all," he said, "there is no way of knowing what the stores would be charging if it were not for the extra competition stirred up by stamps."

Raises Asked for U.S. Bodies *As part of its drive to stop the wage-price spiral, the administration is squeezing out a budget increase for 1960 for the anti-trust division of the Department of Justice and the Federal Trade Commission. It also has resolved to oppose federal fair trade law, in the event retailers try to push one through Congress.*

In his economic report, President Eisenhower called on consumers to "shop carefully for price and quality." In addition, he urged business men to consider "the importance of wide and growing markets" before raising prices. "Expanding markets in themselves," he observed, "promise economies that help keep costs and prices in check."

In the 1960 budget, the FTC gets $6,975,000, an increase of $1,000,000; the anti-trust division $4,175,000, a $309,000 increase. Food & Drug Administration's work is bolstered with an increase of $1,209,000, as the agency gets $11,800,000 for the 1960 fiscal year. And the Federal Communications Commission goes to $11,000,000, with much of the $1,180,000 gain earmarked for research on more efficient allocation of scarce radio frequencies.

Malthus' Ghost Walks Government fiscal experts fret about the billions that are used to deal with the problem of farm surpluses. But Floyd Dominy, assistant commissioner of reclamation, implies the day is not far off when we will wish surpluses were all we had to worry about.

In another 40 years he expects the U.S. population to reach 300,000,000 and the total world population to double. As early as 1975—just 16 years away—U.S. farm surpluses could be replaced with shortages because population increases are outpacing the increase in farm productivity.

Elsewhere in the world, the food problem could be so severe that there will be little to spare for the feeding of animals. "It seems certain that the number of domestic animals for meat consumption purposes will be reduced," he predicts, "and mankind may have to go more largely to a cereal diet."

U.S. Wary of Tape Gear *One reason the Defense Department is embarking on its own kinescoping program for tv shows—and screening out the commercials (AA, Jan. 19)—is that there simply aren't enough kinescopes available any more from networks and advertisers. With the advent of tape the number of kinescopes turned over for use by the government's tv stations overseas dipped. Where one network supplied 2,500 prints in the first quarter of 1958, for example, it supplied only 250 in the fourth quarter.*

With the Defense Department operating 30 stations, and seven satellites, it has been reluctant to invest in tape equipment at this time. "Before making an investment of that size," a spokesman said, "we want to be sure the tape situation has stabilized."

'Long Form' Is 'Popular' Internal Revenue Commissioner Dana Latham has published the personal income tax statistics for 1956, and he finds, among other things, that more taxpayers are using the long form, and itemizing their deductions.

Of nearly 60,000,000 tax returns received from individuals, there were 18,500,000 on the "long form," an increase of 1,600,000 over 1955. By using the long form, these taxpayers deducted $4.9 billion as contributions to charities. The rising cost of state and local government ran up another $5.8 billion in deductions, and they reported $4.8 billion to cover interest on mortgages, instalment loans and other personal debt. More than 10,500,000 taxpayers managed to qualify for a medical deduction, despite the boobytraps which limit this deduction. Their deductions added up to $3.5 billion.

Of the $32.7 billion paid by 59,200,000 taxpayers, the 16,200,000 with incomes of $5,000 to $10,000 paid more than one-third of the total, and the 1,900,000 with incomes of $10,000 to $15,000 paid another 10.3%. The 272 millionaires paid $288,234,000, and the 869 with gross incomes of $500,000 to $1,000,000 paid $490,689,000. Incidentally, about one-fourth of the deductions for charity were claimed by less than 5,000,000 "long form" taxpayers in the $5,000 to $7,000 grouping. #

'Construction Equipment' Adopts Standard Format

Construction Equipment, New York, will adopt a standard, 8½x11" size format with its April issue. It has been using a 10¼" width. Mechanical requirements for advertisements will continue to be based on a 7x10" unit.

Lund Joins Monk Agency

Malcolm Lund, formerly account executive and supervisor at Tatham-Laird, Chicago, will join Howard H. Monk & Associates, Rockford, Ill., Feb. 2, in an executive capacity. He joined Tatham-Laird in 1948, and has supervised Procter & Gamble's Mr. Clean and Fluffo; Sucaryl; National Homes and Norge accounts.

The Syracuse Market is...

BIG

15 Counties...with a Population of 1,432,100

BIG! When you think of the Syracuse market, think about all of it. Think of 15 counties embracing one-third of the total area of New York State. This important area has a population of 1,432,700 and annual buying power of well over $2 billion.

ACCESSIBLE! Media selection is a cinch! The single low-cost way to reach this big, prosperous market is the SYRACUSE NEWSPAPERS — delivering 100% coverage of the metropolitan area, plus effective coverage . . . up to 76% . . . in the 14 surrounding counties. No other combination of media will do a comparable job at a comparable cost.

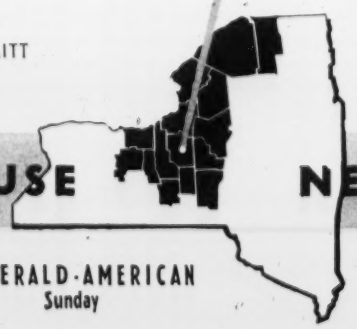
RESPONSIVE! Year after year, Sales Management has ranked Syracuse as America's No. 1 Test Market. It is based on a report of 1,177 test campaigns conducted by Selling Research, Inc., during the past 12 year period. The results prove that Syracuse is *the market most preferred and most frequently used* for testing operations by national advertisers.

The SYRACUSE NEWSPAPERS CIRCULATION COVERAGE DELIVERS ALL THE MARKET

FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by
MOLONEY, REGAN & SCHMITT

America's Best Test Market

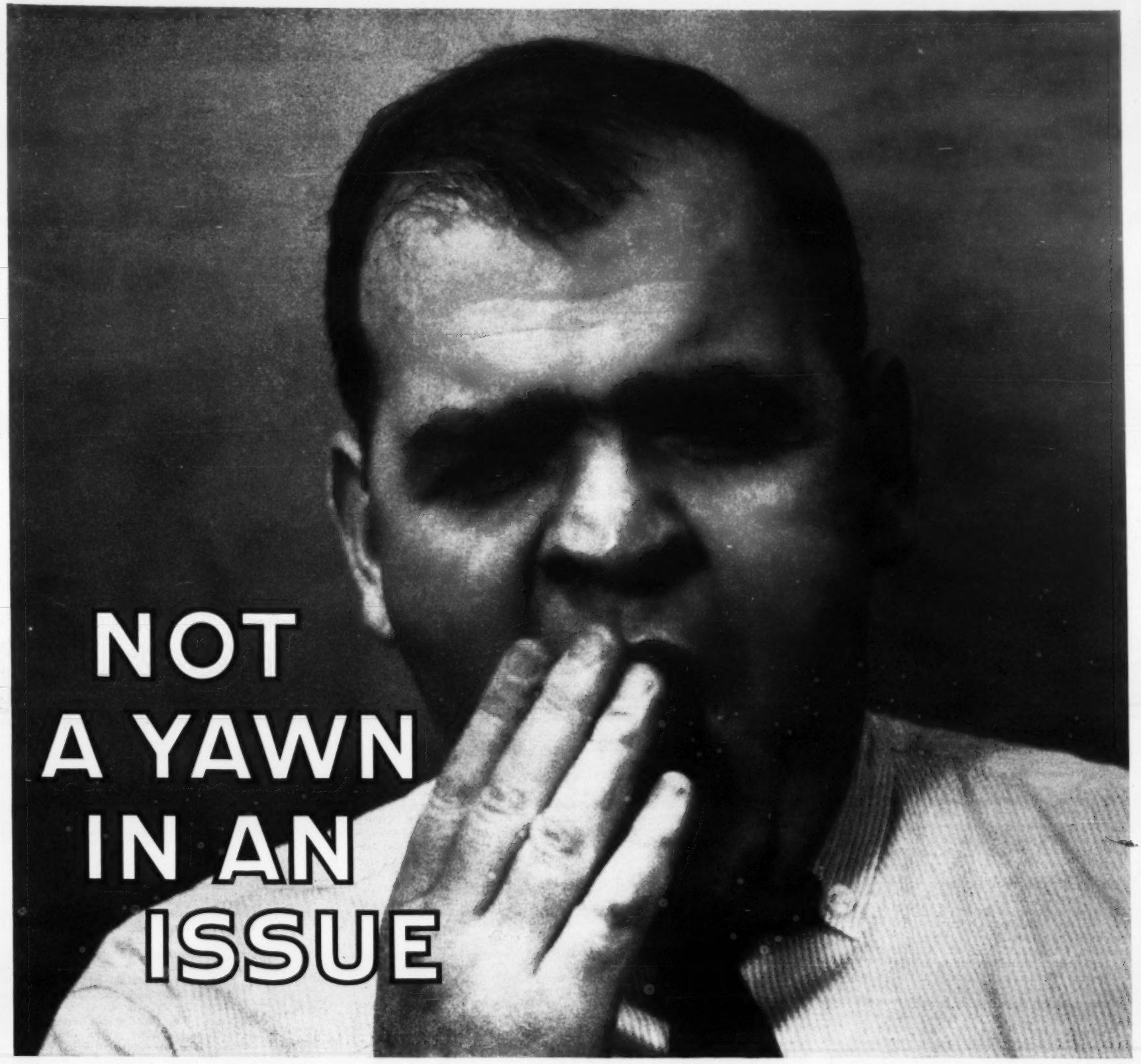


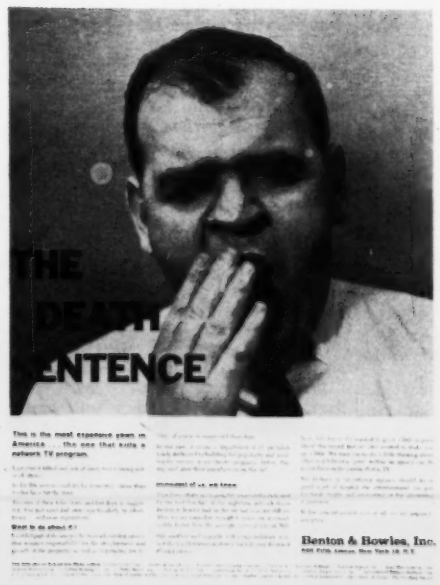
the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

ABC CIRCULATION: Combined Daily 241,159 Sunday Herald-American 205,658 Sunday Post-Standard 109,060





"The most expensive yawn in America" is "the one that kills a network TV show. Last year it killed approximately one out of every two evening network shows. So far this season – and it's far from over – more than twelve have bit the dust. The cost of these false starts and fast flops is staggering. You just can't fail more spectacularly in advertising . . . and more expensively."

These words appeared in a dramatic and important advertisement run by Benton & Bowles last week. The advertising industry should be indebted to B&B for shaking us up a little with these startling facts . . . and for doing it so constructively.

The Benton & Bowles advertisement was not meant to be a condemnation of TV. On the contrary, it strongly reaffirmed their faith in the medium – in the hands of an agency's "real television pros." We congratulate the pros of B&B on their enviable TV record of longevity, and for landing 5 of their shows among the top 25. As Benton & Bowles says, they are doing much "to cut down on the gamble that is TV."

The Saturday Evening Post has taken the gamble out of magazines with the remarkable new Politz study – Ad Page Exposure (which incidentally, provides the first compatible measure for comparison of magazines and TV). This study shows the avid interest with which Post readers "view" their magazine – not only the editorial pages, but the advertising pages as well. Advertisers are assured of more than 29 million exposures to each and every ad page they run in the Post – and that's for sure! No gamble . . . and not a yawn from cover to cover!

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

More than 29 million times each issue, someone turns to your ad page in the Post! That's Ad Page Exposure!

Government Won't Hinder Business, NBP Meeting Told

Goodyear's de Young Says Government Needs 'Healthy' Industry Taxes

WASHINGTON, Jan. 23—The president of Goodyear Tire & Rubber Co., who was one of many leaders in business and government participating in the National Business Publications' "state of the nation" dinner here this evening, expressed confidence that government is not likely to interfere with the right to compete in a free market.

"Only healthy, vigorous, unshackled industry can pay taxes to support the many and vast governmental programs we have today," Goodyear's president, Russell R. de Young, said. "We are firmly convinced that the government believes in taxes. Therefore, we are confident that the government will protect its investment to the extent of permitting us a realistic return on our investment."

■ Nearly 1,600 publishers and their guests were on hand as NBP gave its annual "Silver Quill" award to House Speaker Sam Rayburn (D., Tex.), and former Speaker Joseph Martin (R., Mass.). The presentation was made by majority leader Lyndon Johnson (D., Tex.). This was the first time in the eight-year history of the silver quill that a double award has been made.

Two-minute "reports to the nation" were made in response to prepared questions by a group of top government officials and business men. Many of the questions dealt with adjustment to the "space age," and even Postmaster General Arthur Summerfield was asked: "Are you contemplating delivery of mail to foreign countries and to space stations throughout the universe via red, white and blue rockets?"

■ Among the cabinet officers participating in the "state of the nation" reports were Attorney General William Rogers, Agriculture Secretary Ezra Taft Benson, Army Secretary Wilber M. Brucker, Air Force Secretary James H. Douglas, Commerce Secretary Lewis L. Strauss and Mr. Summerfield.

Mr. de Young's observation about the "safe" outlook for the future of business came when he was asked whether his company feels it needs more assurance before undertaking "investment in tomorrow."

■ He pointed out that employes, stockholders, suppliers, labor leaders and customers all have a stake in the success of business. "Their stake in this investment is just as great as ours."

"Under our system of government, these people—and their counterparts in every industry in the country—are the government. And we have confidence in these people.

"Business today represents the many—not the few. If our investment in tomorrow is destroyed by thoughtless action by any faction—inside or outside the government—the economic fall-out would radiate directly and indirectly into every state in the union . . . including Alaska." #

McCulloch Promotes Orser

McCulloch Corp., Los Angeles, has named Robert Orser advertising manager of the chain saw division. He formerly was sales promotion manager of the marine products division of McCulloch in Minneapolis.

Not Using Radio Is 'Fool's Gamble' for Store: Sweeney

NEW YORK, Jan. 22—In an appearance before May Co. executives here last week, Kevin B. Sweeney, president of Radio Advertising Bureau, said that any big retail store not now in radio is playing a "fool's gamble."

His presentation to the company included a comparison of radio and newspaper penetration data in the nine cities where the May Co. operates stores.

Mr. Sweeney wound up with five suggestions on how department stores should use radio. His "over-simplified, five-point plan" included these tips:

• "Use combinations of shortie and minute announcements concentrated 48 hours before and during the first day of a sale."

• "Push only one item per announcement and repeat all salient selling points, including price, at least twice."

• "Select for emphasis items under $20 that are at least faintly promotional. Best items include men's wear and women's accessories."

• "Time radio schedules according to the rhythm of your store's sales, starting with support for the best days only."

• "Use at least 60 announcements per week to dominate each of two stations as a basis for starting a schedule." #

National Tea Sets Week-Long Drive to Sell Scott Products

CHICAGO, Jan. 22—National Tea Co. will hold a one-week campaign to sell more than 130 carloads of Scott Paper Co. products.

The sale will begin Monday in most of National's 900 stores in 16 states. The Scott promotion, called "The sky's the limit," will dominate National's regular ad promotions in 200 daily newspapers and 131 weeklies next Thursday, plus radio and tv spots in about 20 markets.

Val Bauman, vp of National's advertising and merchandising, said National will spend about $250,000 on all advertising during the week.

Scott said 128 carloads of paper products, with a wholesale value of $640,000, have already been ordered by National, and the total may reach 150 carloads.

The order is already twice the size of any previous order, Scott said, as well as the largest single purchase in the household paper products field. It may also represent the largest order of any type of consumer goods by a retailer, Scott added.

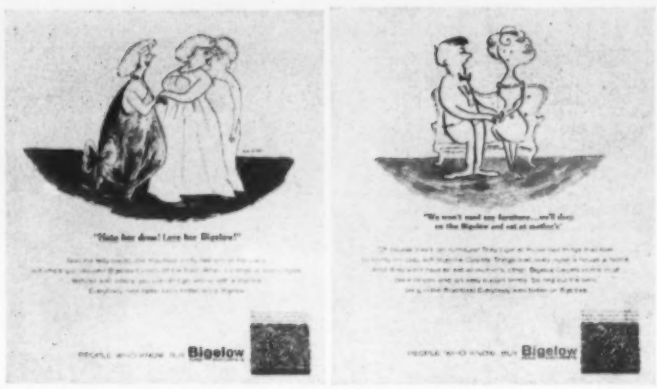
■ Point of purchase material prepared by Scott will center around paper mache gondola-type balloons hanging from store ceilings.

The promotion is "an indication of our national brand policy," Mr. Bauman said, adding that Heinz, Del Monte and other national producers will tie in with National campaigns in the future.

Only 2% of National's sales are in private label brands, he said. Mr. Bauman also disclosed that National spent $9,100,000 on all advertising during 1958. #

William Gordon Resigns as AMA Executive Director

William C. (Cat) Gordon has resigned, effective June 30, 1959, as executive director of the American Marketing Assn., Chicago, because of "pressing personal considerations." A successor has not been chosen yet.



LIGHT-HEARTED—*Bigelow-Sanford Carpet Co. will run cartoons like these on alternate weeks in The Saturday Evening Post. The series begins in the Jan. 24 issue with the "dress" ad. The "engaged couple" ad runs Feb. 21.*

Bigelow Using Humor for 'Instant' Ads in Print Campaign

NEW YORK, Jan. 20—Bigelow-Sanford Carpet Co., New York, is aiming at the consumer's social consciousness in a new cartoon campaign with the slogan: "People who know . . . buy Bigelow."

The campaign starts in the Jan. 24 *The Saturday Evening Post* and will continue in that magazine on an alternate-week basis throughout the year. The campaign will be in two colors, mixing full pages and quarter pages.

■ Cartoons are being used in the series because "This is the age of 'instants'," according to R. Richard Carlier, ad director. "There's instant coffee, instant orange juice, instant everything. So in these new ads we are using the 'quick idea' form of communication. This is a great advantage of the cartoon."

He added that another advantage is that "the cartoon is a direct pipe-line" to men. "If they see it and get a laugh—and we think they will—there'll always be a little corner in their minds that is 'forever Bigelow's'."

A sample ad: A starry-eyed couple holds hands on a love seat. The caption reads, "We won't need any furniture . . . we'll sleep on the Bigelow and eat at mother's."

■ The copy says, "Of course they'll get furniture. They'll get all those nice things that look so lovely on cozy, soft Bigelow carpets. Things that really make a house a home. And they won't have to eat at mother's either. Bigelow carpets come in all price ranges and on easy budget terms. So ring out the bells. Bring in the Bigelows. Everybody lives better on Bigelows."

This new campaign will be supplemented by page and 1,000-line ads featuring specific merchandise in newspapers in over 100 markets. Bigelow will also continue its commercial carpet campaign in *The New Yorker* with its long-standing theme, "A title on the door . . . rates a Bigelow on the floor."

D'Arcy Advertising Co. is the agency. #

A-S-R Names Parkhurst, Gordon

Leslie E. Parkhurst, vp of marketing at A-S-R Products Corp., New York, manufacturer of Gem razors and blades, has been elected exec vp and a director of the company. He will be succeeded as marketing vp by Jerome H. Gordon, formerly with Kenyon & Eckhardt as vp and account executive for the A-S-R account.

AFL-CIO Watchdog Unit Set

The AFL-CIO is setting up an anti-racket bureau to protect its members from fraudulent advertising and sales practices, according to the Cleveland Better Business Bureau.

Barry, Enright Won't Waive Immunity; D.A. Won't Hear Testimony

NEW YORK, Jan. 22—Tv quiz producers Jack Barry and Dan Enright this week declined to waive immunity from prosecution before appearing before a New York County grand jury.

Both men, whose biggest giveaway, "Twenty-One," faded after it had been accused of favoritism and prompting, repeatedly have denied the charges against their program. They indicated that they refused to waive immunity on the advice of counsel. Robert Noah, an associate producer on "Twenty-One," also refused to waive immunity. Albert Freedman, who produced the quiz for Barry & Enright, has been indicted for perjury as a result of his appearances before the jury. He pleaded innocent and is free on bail awaiting trial.

■ The district attorney's investigation of the charges against television's big money quizzes has been going on since August. His office indicated that Messrs. Barry and Enright had been asked to appear as witnesses because they had left the impression with the district attorney's staff that they were willing to cooperate with the probe.

After the producers declined to waive immunity, Joseph Stone, assistant district attorney, said the jury was not interested in their testimony "at this time under the circumstances." #

Jack Runyon, Former K&E VP, Launches West Coast Agency

SAN FRANCISCO, Jan. 22—Jack Runyon, one-time Kenyon & Eckhardt vp, has opened Jack W. Runyon & Co., 26 O'Farrell St., with two former K&E accounts.

Mr. Runyon, formerly manager of the Los Angeles office of K&E, left the agency in February, 1958.

His new agency will handle northern California advertising for Pepsi-Cola and Belfast Beverages. The two accounts, which bill approximately $300,000 a year, had been handled by the San Francisco office of K&E.

Donahue & Coe replaced K&E on the Pepsi-Cola Bottling Co. of Los Angeles last fall (AA, Aug. 18). Kenyon & Eckhardt handles the national Pepsi account.

Ann Meredith, formerly with Roy S. Durstine Co., San Francisco, has been named office manager and media director of the new Runyon agency. #

Cowan to Gaynor & Ducas

Frederic J. Cowan, formerly with Hazard Advertising Co., New York, has joined Gaynor & Ducas, New York, as an account supervisor.

BBDO Names Gillen Assistant to Brower, Tiss Chicago Head

NEW YORK, Jan. 23—William R. Gillen, vp in charge of the Chicago office of Batten, Barton, Durstine & Osborn, will become assistant to the president of the agency, effective next Monday.

Mr. Gillen will be succeeded as head of the Chicago office by Wayne Tiss, who moves from the West Coast, where he has headed the BBDO Hollywood office. Robert J. (Bud) Stefan takes over the Hollywood title. He has been a television production supervisor there.

■ Mr. Gillen has been with BBDO since 1947, when he joined the Chicago office. Prior to that he had been advertising and pr director of Chicago & Southern Airline.

William R. Gillen

Wayne Tiss

He has been an account group supervisor on the Libby, McNeill & Libby, New Castle Products and Westclox accounts. He was named manager in Chicago in 1957.

Mr. Tiss joined BBDO in 1937. Before that he had been promotion manager of the *Des Moines Register & Tribune* and the *Minneapolis Star*.

At BBDO he has been a copywriter, account executive and in charge of radio in the Minneapolis office. He became head of the Hollywood office 17 years ago. #

Wilson Consolidates Ad Setups of Sport Goods, Packing Units

CHICAGO, Jan. 23—The advertising and public relations department of Wilson Sporting Goods Co., River Grove, Ill., has been consolidated with that of Wilson & Co., the parent company, ADVERTISING AGE learned today.

Wilson said the advertising and pr operations of the two companies were consolidated into a single service operation "in order to eliminate duplications in operations." The purchasing department of the sporting goods subsidiary also was consolidated.

Eleven ad and pr men and three secretaries at the sporting goods company were affected by the move. Wilson said it did not know how many would move to Wilson headquarters in the Prudential Bldg.

However, AA learned that Hardy Hoff, assistant advertising manager, definitely has left, and it was believed that about half of the ad and pr crew would not make the move downtown.

■ Wilson said its two agencies—Roche, Rickerd & Cleary for sporting goods, and Kenyon & Eckhardt for the parent company—would not be affected. #

Goodman & Rouse Splits

Goodman & Rouse, Beverly Hills, Cal., will dissolve effective Jan. 31, according to a joint announcement by Mort Goodman and Art Rouse. The reason given was that a "divergence of interests brought about this amicable decision." Both will continue to maintain offices at 8350 Santa Monica Blvd., though in separate suites. Mr. Goodman will head the new Goodman Organization and Mr. Rouse's new agency will be known as the Rouse Co.

SEE what 1,277,094 Midwest Unit subscribers intend to buy in '59

Gear Your '59 Sales Plans to Midwest Farmers' Huge Demands Shown Here

Where These Figures Came From - - -

SURVEY METHOD: In September, 1958, the five publishers of the Midwest Farm Papers wrote to 9,076 farm families, asking them what building they would do and what equipment they would buy in 1959. These farm families were asked to place a check mark after each item in the questionnaire that they planned to buy in 1959. The farmer answered the questions about items for the Farm Enterprise, and the farmer's wife answered the questions about items for the Farm Home and Family Living.

The questionnaires were distributed to each county in the eight states covered by the five Midwest Farm Papers in the proportion that its farms bear to the total farms in each state. Only replies from farm families with farms of 30 acres or more were tabulated.

The results of these questionnaires were combined and percentages were based on the 3,948 replies from farmers, and 3,945 replies from farm women.

Based on this sample, potentials for each item were estimated by multiplying the percentage figures by the 961,158 farms of 30 acres or more in the eight Midwest States.

First figure is round percentage of replies; second figure is projection by exact decimal to number of Midwest farms 30 acres or more.

FOR THE FARM HOME AND FAMILY LIVING

HOUSE

Plan to build new house	2.0	19,223

Add New Rooms to House:

Living room	1.1	10,573
Dining room	.3	2,883
Kitchen	.7	6,728
Bedroom	1.8	17,301
Bathroom	4.2	40,369
Utility room	2.2	21,145
Sun room	.7	6,728
Porch	2.8	26,912

Remodel House:

Living room	2.9	27,874
Dining room	1.7	16,340
Kitchen	5.2	49,980
New sink	7.5	72,087
Garbage disposal unit in sink	.5	4,806
Dishwasher	1.3	12,495
Cabinets—Custom built—wood	6.3	60,553
Cabinets—Custom built—metal	2.1	20,184
Bedroom	2.5	24,028
Bathroom	2.8	26,912
Bathroom fixtures	10.1	97,077
Utility room	1.0	9,612
Porch	4.3	41,330
Basement	3.7	35,563
Attic	1.2	11,534
Other rooms	1.1	10,573

Repair House:

Inside	12.6	121,106
Outside	7.3	70,165
Roof	9.2	88,427
Basement	5.7	54,786

Paint and Redecorate House:

Inside	33.0	317,182
Outside	27.9	268,163
Wall paper one or more rooms	29.1	279,697

Plumbing and Heating:

Running water—kitchen	5.6	53,825
Running water—bathroom	5.8	55,747
Running water—laundry	2.6	24,990
Drill a well	3.7	35,563
Septic tank	6.2	59,592
Mechanical water softener	3.4	32,679
Water heater—LP-Gas	2.3	22,107
Water heater—oil	.2	1,922
Water heater—electric	4.7	45,174
Room or space heater—		
Oil	1.4	13,456
LP-Gas	1.7	16,340
Coal-wood	1.0	9,612
Other	.4	3,844
Floor furnace	1.1	10,573
Basement furnace—		
Oil burner	2.4	23,068
LP-Gas burner	1.4	13,456
Coal or wood	1.7	16,340
Converted furnace—		
Stoker for coal furnace	.7	6,728
Oil conversion unit for furnace	.6	5,767
Gas conversion unit for furnace	.3	2,883
Home fuel storage tank	1.4	13,456

General Improvements to House:

Combination storm doors	10.8	103,805
Combination windows and screens	8.9	85,543
Insulation	3.0	28,835
Wood or metal awnings	3.9	37,485
Canvas awnings	.9	8,650
Lightning protection system	1.6	15,379
Wiring for electricity	4.0	38,448
Air conditioner—complete system	1.1	10,573
Air conditioner—room unit	1.2	11,534

HOME CONVENIENCES AND FURNISHINGS

Appliances:

Camera—movie	1.1	10,573
Camera—35MM	.9	8,650
Camera—other	1.6	15,379
Clock—electric	4.4	42,291
Clothes dryer—electric	7.5	72,087
Clothes dryer—LP-Gas	2.0	19,223
Coffee pot—electric	4.8	46,136
Extension telephone	1.2	11,534
Fan—built-in—electric	2.0	19,223
Fan—portable	2.7	25,951
Fire extinguisher	3.5	33,641
Floor polisher—electric	1.5	14,417
Food freezer—upright	5.1	49,019
Food freezer—chest type	6.2	59,592
Frypan—electric	9.3	89,388
Iron—regular electric	1.4	13,456
Iron—steam electric	5.8	55,747
Ironer (Mangle)	.8	7,689
Mixer—electric	4.1	39,407
Pasteurizer—home electric	1.9	18,262
Radio	2.5	24,029
Radio-phono intercom system	.2	1,922
Range—electric	5.1	49,019
Range—LP-Gas	3.3	31,718
Range—coal—wood	1.0	9,612
Record player—Hi-fidelity	1.6	15,379
Record player—other	1.6	15,379
Refrigerator	5.1	49,019
Roaster—electric	.9	8,650
Sewing machine	5.1	49,019
Shaver—electric	4.2	40,369
Television set	7.1	68,242
Toaster—automatic electric	4.9	47,097
Vacuum cleaner	5.5	52,864
Waffle iron—electric	2.5	24,029
Washing machine—regular	6.5	62,475
Washing machine—automatic	4.8	46,136
Washing machine—spinner type	.8	7,689

Cooking Utensils and Cutlery:

Aluminum	2.8	26,912
Flame-proof glass	1.1	10,573
Stainless steel	4.7	45,174
Stainless steel—copper bottom	3.6	34,602
Pressure canner	2.1	20,184

Furniture and Equipment:

Rugs and carpets	12.1	116,300
Linoleum	20.9	200,882
Venetian blinds	1.9	18,262
Piano	2.0	19,223
Electric organ	.7	6,728
Living room furniture	18.1	173,970
Dining room furniture	5.7	54,786
Breakfast set (table and chairs)	6.1	58,631
Bedroom suite	7.7	74,009
Bed springs	4.4	42,291
Innerspring mattress	11.7	112,455
Foam rubber mattress	3.3	31,718
Cedar chest	1.2	11,534

FAMILY VACATIONS

Vacation trip in 1959	43.9	421,948
Spring	1.8	17,301
Summer	20.7	198,960
Fall	15.8	151,863
Winter	6.1	58,631

FOR THE FARM

BUILDINGS AND EQUIPMENT

Build New:

Dairy Barn—		
Stanchion type	1.1	10,573
Loafing shed with milking parlor	.8	7,689
Hog house—ready built	1.4	13,456
Hog house—build yourself	7.8	74,970
Milk house	2.9	27,874
Poultry house—ready built	.7	6,728
Poultry house—build yourself	4.4	42,291
Brooder house	1.8	17,301
Machine shed	8.9	85,543
Garage	6.6	63,436
Corn crib—wire mesh	4.7	45,174
Corn crib—wood	2.8	26,912
Corn crib—concrete	.7	6,728
Corn cribbing	4.6	44,213
Grain storage bins—round metal	4.5	43,252
Grain storage bins—wood	3.0	28,835
Upright silo	2.9	27,874
Bunker silo	2.5	24,028
Concrete feeding floor	7.2	69,203
Paved barn lot	3.3	31,718

Repair:

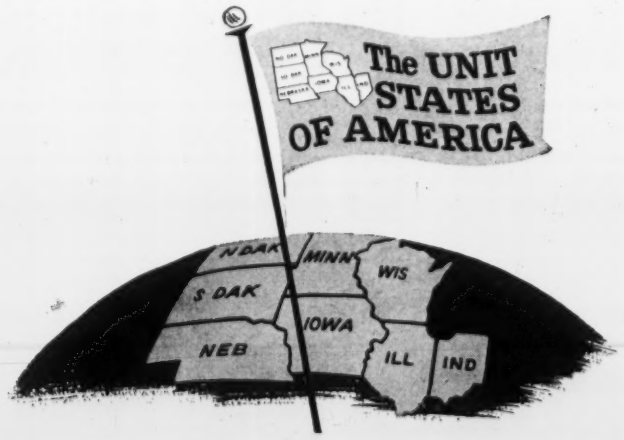
Dairy barn—roof	5.0	48,058
Dairy barn—walls	2.6	24,990
Dairy barn—floor	2.6	24,990
Milk house—roof	1.5	14,417
Milk house—walls	1.9	18,262
Milk house—floor	1.7	16,340
Poultry house—roof	8.0	76,893
Poultry house—walls	3.0	28,835
Poultry house—floor	2.6	24,990
Poultry house—roosts	4.7	45,174

Paint:

Brooder house—poultry	8.5	81,698
Corn crib	12.2	117,261
Dairy barn	18.1	173,970
Garage	16.2	155,708
Hog house	12.3	118,222
Machine shed	12.0	115,339
Milk house	7.0	67,281
Poultry house	16.0	153,785

Improvements:

Electric lighting for—		
Dairy barn	1.1	10,573
Hog house	2.7	25,951
Milk house	1.2	11,534
Poultry house	2.9	27,874
Insulation for—		
Dairy barn	.3	2,883
Hog house	1.3	12,495
Milk house	.6	5,767
Poultry house	1.6	15,379
Running water for—		
Dairy barn	1.6	15,379
Hog house	3.3	31,718
Milk house	2.0	19,223
Poultry house	3.8	36,524



Ventilating system for—		
Dairy barn	1.6	15,379
Hog house	1.7	16,340
Milk house	.6	5,767
Poultry house	2.8	26,912
Equipment:		
Dairy barn equipment—		
Drinking cups	2.5	24,029
Milker—pail type	1.9	18,262
Milker—pipeline	.7	6,728
Milking parlor stalls	.5	4,806
Stanchions	2.5	24,029
Feed Carriers	.5	4,806
Litter carrier	.8	7,689
Mechanical barn cleaner	1.9	18,262
Milk house equipment—		
Water heater—electric	2.0	19,223
Water heater—other	.9	8,650
Space heater—electric	.8	7,689
Milk cooler—bulk	1.4	13,456
Milk cooler—can	1.9	18,262
Hog house equipment—		
Waterers	4.9	47,097
Feeders	7.3	70,165
Pig brooders—electric	2.2	21,145
Pig brooders—LP-Gas	.5	4,806
Farrowing stalls	5.2	49,980
Poultry and brooder house equipment—		
Window material—glass	6.7	64,398
Window material—other	3.3	31,718
Feeding equipment	3.9	37,485
Waterers—pipeline	2.8	26,912
Waterers—other	4.5	43,252
Cage pens	.1	961
Nests	5.9	56,708
Brooder—electric	.7	6,728
Brooder—LP-Gas	1.0	9,612
Poultry water warmer	2.3	22,107
Egg cooler	.9	8,650
Mechanical egg cleaner	3.0	28,835

AUTOMOTIVE AND TRACTOR

New Equipment:		
Automobile	12.2	117,261
Truck or pickup	8.6	82,660
Airplane	.3	2,883
Garden tractor	2.8	26,912
Crawler tractor	.6	5,767
Wheel tractor—		
LP-Gas operated	.6	5,767
Diesel fuel operated	2.9	27,874
Gasoline operated	5.6	53,825
Accessories and Equipment:		
Tires for—		
Automobile	33.2	319,104
Truck	12.7	122,067
Tractor	17.6	169,164
Field equipment	7.6	73,048
Tire chains for—		
Automobile	2.9	27,874
Truck	2.1	20,184
Tractor	3.0	28,835

Batteries for—		
Automobile	18.6	178,775
Truck	11.8	113,417
Tractor	29.1	279,697
Battery charger	3.6	34,602
Farm fuel storage tank	4.1	39,407
Gasoline pump	2.1	20,184
Hydraulic jack	2.1	20,184
Pressure lubricating equipment	1.1	10,573
Seat covers for automobile	18.1	173,970
Tractor Equipment:		
LP-Gas conversion kit	.5	4,806
Tractor cab cover (tractor heater)	3.4	32,679
Power brakes for tractor	.4	3,845
Power steering for tractor	3.8	36,524
Truck Equipment:		
Truck body or box	1.7	16,340
Hydraulic hoist for—		
Wagon body	5.3	50,941
Truck body	2.4	23,068

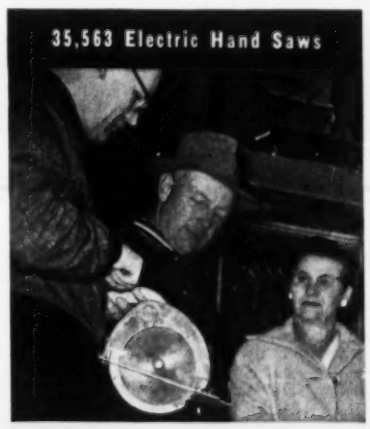
NEW FIELD EQUIPMENT

Broadcast seeder—tractor mounted	.7	6,728
Corn picker	5.4	51,903
Corn picker-sheller	.7	6,728
Corn sheller	.8	7,689
Corn combine attachment	.6	5,767
Corn planter—2 row	2.6	24,990
Corn planter—4 row or larger	4.5	43,252
Cultivator for tractor—2 row	1.8	17,301
Cultivator for tractor—4 row or larger	3.6	34,602
Disc—		
Wide type—single cut	1.0	9,612
Tandem	2.1	20,184
Wheel type—tandem	4.5	43,252
Ditcher	.6	5,767
Endgate seeder	.7	6,728
Fertilizer and lime spreader	1.4	13,456
Fertilizer applicator	.6	5,767
Fertilizer attachment for corn planter	1.6	15,379
Fertilizer attachment for grain drill	2.0	19,223
Fertilizer attachment for cultivator	.3	2,883
Fertilizer (commercial)—		
Granulated	37.2	357,551
Pulverized	4.7	45,174
Liquid	4.8	46,136
Anhydrous ammonia	7.7	74,009
Field bale loader	.6	5,767
Field cultivator	2.0	19,223
Field forage harvester	1.9	18,262
Grain combine—pull type	2.9	27,874
Grain combine—self-propelled	2.5	24,029
Grain drill	4.0	38,446
Harrow—spike tooth	4.2	40,369
Harrow—spring tooth	1.9	18,262
Harrow—drawbar wheel mounted	1.2	11,534
Hay baler	3.9	37,485
Hay crusher or conditioner	1.8	17,301
Hydraulic loader	2.2	21,145
Irrigation pipe (portable)—gated	.5	4,806
Irrigation pipe (portable)—sprinkler	.3	2,883
Irrigation pump—centrifugal	.2	1,922
Irrigation pump—turbine	.1	961
Irrigation power unit	.1	961
Land leveler	.5	4,806
Manure spreader	5.1	49,019
Mower—mounted	4.0	38,446
Mower—pull type	3.2	30,757
Plow—mold board	7.0	67,281
Plow—chisel	.9	8,650
Rock picker	1.1	10,573
Rotary hoe	3.4	32,679
Rotary tiller	.3	2,883
Side delivery rake	5.9	56,708
Soil packer	1.1	10,573
Snow plow or bull-dozer blade	1.5	14,417
Stalk cutter or shredder	1.7	16,340
Straw chopper for combine	1.7	16,340
Windrower (swather)	1.7	16,340

GENERAL EQUIPMENT

Electrical:		
Electric motor—1 hp or over	3.4	32,679
Electric motor—less than 1 hp	4.2	40,369
Emergency electric plant	.5	4,806
Electric drill—portable	4.5	43,252
Electric drill—bench	.5	4,806
Electric saw—portable hand type	3.7	35,563
Electric saw—table	1.5	14,417
Electric fence control	4.3	41,330
Bench grinder	3.3	31,718
Farm welder—electric	4.8	46,136
Farm welder—acetylene	1.2	11,534
Stock tank heater—electric	1.4	13,456
Stock tank heater—LP-Gas	1.6	15,379
Stock tank heater—other	.8	7,689
Waterers—electric heated	1.5	14,417
Waterers—LP-Gas heated	.7	6,728
Waterers—oil heated	.3	2,883
Pressure water system—complete	5.6	53,825
Pipe for water system—		
Galvanized	1.7	16,340
Copper	1.3	12,495
Plastic	5.3	50,941
Miscellaneous:		
Air compressor—portable	5.1	49,019
Air compressor—stationary	.7	6,728
Baler or binder twine	23.6	226,833
Baler wire	2.4	23,068
Burr mill—belt driven	.4	3,845
Burr mill—PTO driven	1.0	9,612
Chain or power saw	3.5	33,641
Corn crib cover—plastic or fabric	1.1	10,573
Crop dryer—forced cold air	.8	7,689
Crop dryer—forced heated air	.7	6,728
Drain tile—concrete	1.0	9,612
Drain tile—clay	2.0	19,223
Ensilage cutter	.8	7,689
Fanning mill	1.2	11,534
Feed mixer—PTO portable	.7	6,728
Mechanical bunk feeder	1.2	11,534
Fence posts—steel	17.6	169,164
Fence posts—wood—treated	17.7	170,125
Fence posts—wood—not treated	6.4	61,514
Fencing wire—barbed	22.3	214,338
Fencing wire—woven	14.4	138,407
Field sprayer—boomless	1.3	12,495
Field sprayer—trailer type boom	4.1	39,407
Field sprayer—tractor mounted	2.7	25,951
Field sprayer—self propelled	.3	2,883
Forage blower	1.2	11,534
Gate—steel	3.3	31,718
Gate—aluminum	1.4	13,456
Gate—wood	4.7	45,174
Grain elevating equipment—		
Open elevator type	3.4	32,679
Auger type	3.6	34,602
Bucket type	.3	2,883
Granular DDT applicator	.7	6,728
Hammer mill—belt driven	1.2	11,534
Hammer mill—PTO driven	2.3	22,107
Hydraulic wagon unloader	1.3	12,495
Lawn mower—power	6.1	58,631
Lightning rods for farm buildings	1.9	18,262
Power post driver	.4	3,845
Power post hole digger	1.9	18,262
Pump jack	2.7	25,951
Rifle	2.4	23,068
Rifle shells	19.5	187,426
Shotgun	3.1	29,796
Shotgun shells	22.0	211,455
Silo cover—plastic or fabric	4.4	42,291
Silo unloader	1.7	16,340
Stationary engine	.7	6,728
Stock tank	5.7	54,786
Tarpaulin	4.7	45,174
Wagon box—straight	3.9	37,485
Wagon box—flare box	3.7	35,563
Wagon box—self-unloading box	2.8	26,912
Weed cutter—gasoline powered	1.1	10,573
4 wheel trailer—running gear only	7.6	73,048

GET FAST ACTION! Use Midwest Unit Farm Papers local prestige • Deep and complete one-medium penetration of the market • Convenient short closing dates • Practical state-by-state dealer listing • Special point-of-sale merchandising tie-ins • One order, one plate at the economy Unit rate.



MIDWEST UNIT *Farm Papers*

ADVERTISE MOST WHERE FARMING IS BIG BUSINESS...AND GOOD LIVING

ADDRESS: Midwest Farm Paper Unit, Sales Offices at: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue, New York 17, N.Y. . . . . 110 Sutter Street, San Francisco 4 . . . . 159 South Vermont Avenue, Los Angeles 4

The Editorial Viewpoint . . .

Childish Media Discussions

Every time there is a strike or any kind of interruption in the service supplied by any kind of advertising medium, such as the recent newspaper strikes in New York and Grand Rapids, there is also a plethora of "research" to prove that either (1) the particular medium under discussion was terribly missed by its community; or (2) it was scarcely missed at all.

The recent newspaper strikes are no exception. Newspaper people demonstrate, to their own satisfaction at least, that non-issuance of newspapers added up to a major calamity and that business was tremendously affected (adversely, of course). The broadcast people, on the other hand, demonstrate equally conclusively to *their* satisfaction that this is all hogwash, hardly anyone noticed that newspapers were missing from the scene, and business went merrily on without the slightest skip in its forward momentum.

Actually, the "research" upon which these conclusions are based is usually not worthy to be called research at all, and its validity is highly suspect. We would be happy to see a permanent moratorium declared on all such "studies"—at least until such time as a study worth the name is attempted, in a serious and scholarly effort to determine exactly what does happen to a community when one of its principal means of communication is cut off.

To argue that so integral a part of a community as its daily newspapers can be cut off—especially in a city like New York—without serious disruption of day-to-day living patterns strikes us as completely senseless. Certainly the disappearance of this important part of community life must have caused changes and adjustments of considerable consequence, and what is the point of trying to belittle this fact?

At the same time it seems foolish to expect all business—or even any substantial part of the business community—to suffer greatly from a relatively short absence of newspapers. The pattern of the community (and the pattern of holiday buying, for example) is largely set, and it will go forward on pure accumulated momentum for a fairly long period of time. So efforts to determine "results" of a strike are largely futile.

If we have any sense at all, we know that newspapers and radio and magazines and television and all other forms of mass communication provide a service; that if any one of them is to disappear for a long period of time, important adjustments in living and buying patterns are inevitable; and that—as things stand now, at any rate—no advertising medium is able to fill completely the gap left when one medium temporarily is not functioning.

Four-Week TV Ratings

Richard A. Moore, president of KTTV, Los Angeles, thinks the television industry is hiding its light under a bushel when it sells on the basis of "ratings" instead of "reach."

Mr. Moore wants the industry to leave "ratings" to radio and adopt a new method of measuring audience, based on the four-week cumulative audience figure instead of the single-week "rating."

"We have been giving industry acceptance to a system of audience measurement which is incapable of telling the station, the network, the agency or the advertiser the most important thing each of them needs to know: How many people watch the program?

"All this because we stumbled into the trap of expressing our audience in terms of one program per month, leaving unexpressed or unmeasured the vast audience which watches the program the other three weeks of the month," he says.

Mr. Moore has a persuasive-sounding argument, but actually he is just playing a new variation of the numbers game. Everyone knows that more different people see a particular tv program in four weeks than see it in one, but by the same token still more different people see it in a 13-week cycle than see it in four. So why stop with a four-week measurement?

By the same token, if you are looking for what Mr. Moore calls "reach" in a program—that is, to reach the largest possible non-duplicated listener audience—then there is no point in buying the same program for four weeks, or 13 weeks. The thing to do is to buy a different program each week, so that duplication of audience will be minimized.

We don't really have any serious objection to Mr. Moore promoting "reach" instead of "rating," beyond our over-all objection to any further extension of the numbers game in the media business. We have moved too far toward the astronomical already, it seems to us; a bit of shrinkage might be more helpful than any amount of artificial expansion.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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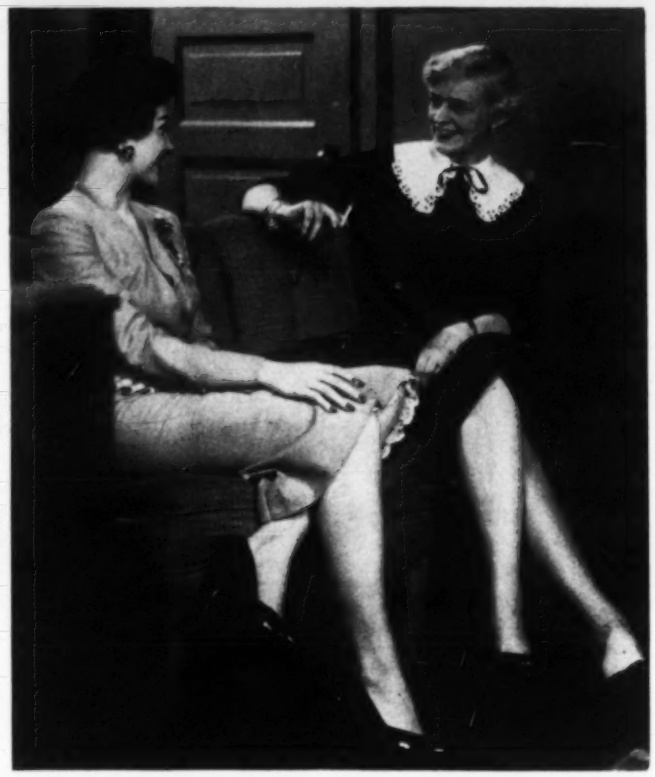
25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist



—Irv Haag, W. B. Doner & Co., Chicago.

"I think he feels insecure. They introduced him as the man irresponsible for the last campaign."

Rough Proofs

"Cars, appliances are impulse items: BBDO."

And this year the industries that produce them are saying, "Obey that impulse."

•

Sol Polk, the Chicago appliance tycoon, isn't waiting on impulse to get customers into his stores. Orange-tinted newspaper pages are offering a free box of Florida oranges with every $25 purchase.

•

That Senate committee investigating tv ratings will get an earful if it invites performers dropped by disappointed sponsors to record their opinions.

•

Milton Berle has written a novel about advertising, "Earthquake," which he hopes will register on the seismographs of those "charcoal gray hearts" of Madison Ave.

•

Chemstrand is planning some heavy advertising to encourage women to wear stockings in summer, while the electric shaver manufacturers are telling them how beautiful their bare gams will look with the fur removed.

•

A penny saved is a penny earned, but *Reader's Digest* has refused to save $100,000 worth by mailing a bright new penny to each of 10,000,000 subscription prospects.

•

GE has dropped fair trade on housewares but is still interested in fair trading, as evidenced by its decision not to help pay for co-op ads in which dealers advertise its products at less than reasonable prices.

•

"Sex isn't only perfume appeal, Lentheric finds."

Maybe not, but the question still remains whether the lady wants to have chic with or without s.a.

•

"Proud calls for another 'truth in advertising' drive," reports the world's greatest advertising journal.

Can you remember 'way back when the National Vigilance Committee was chasing the frauds in advertising?

•

Clients of Cortez F. Enloe, noting that Dr. Jerry Holland has left the Food & Drug Administration to join the agency, must be pleased to realize that they'll have a wise counselor to guide them through the labyrinths of the national capital.

•

Ford is the top r.o.p. newspaper color advertiser of 1958, says the Hoe Report.

It's reasonable to suppose that the most beautiful proportions look most beautiful in their natural hues.

COPY CUB.

What They're Saying . . .

Advertising Comes of Age in Puerto Rico

I have lived in Puerto Rico and been an active member of the advertising community there for two and one-half years. In that time I have witnessed a remarkable transformation that goes to the very roots of the advertising business here and is affecting agencies, clients and media alike. What has happened in that time is that the advertising business has come of age in Puerto Rico, it has matured and gained stature as it has learned more about itself and its tools.

—Andrew N. Vladimir, Gotham-Vladimir Advertising, in Revista de Mercadeo, School of Marketing and Business Administration, University of Puerto Rico.

Question for Admen

I pose to you this question—"If packaging is advertising; if packaging is a silently vocal salesman; if packaging is point of sale advertising; why should not advertising bear a portion of the cost?" And if your compensation were not dependent upon the ordinary 15% method of compensating advertising agencies, would you not be more sympathetic to charging the cost of packaging in part to advertising?

—A. L. Harris, president, Mead-Atlanta Paper Co., speaking on "Packaging Is Advertising" at the Detroit Adcraft Club.

How About It, Texaco?

Do you suppose Texaco hasn't heard?

In one of the New Year bowl games sponsored by the oil company its commercial announcers repeatedly stressed the fact that its regular gasoline is the only one "sold in all 48 states."

—Houston Chronicle.

If you want to sell the sportsminded...
why not sell more for less in
The Sporting News

...and here's why...

Every day that passes it becomes more and more important that advertisers know their market and how to reach it in the most economical manner. If the sportsminded is your market (or an important part of it), you can reach this rich and responsive audience, and sell more for less, through the pages of THE SPORTING NEWS. We would like an opportunity to present further facts and figures.

In **The Sporting News** your sales message reaches your prospect without interruption, when he is relaxed and receptive.

In **The Sporting News** your sales message is exposed to more than

960,000

readers every week in the year.

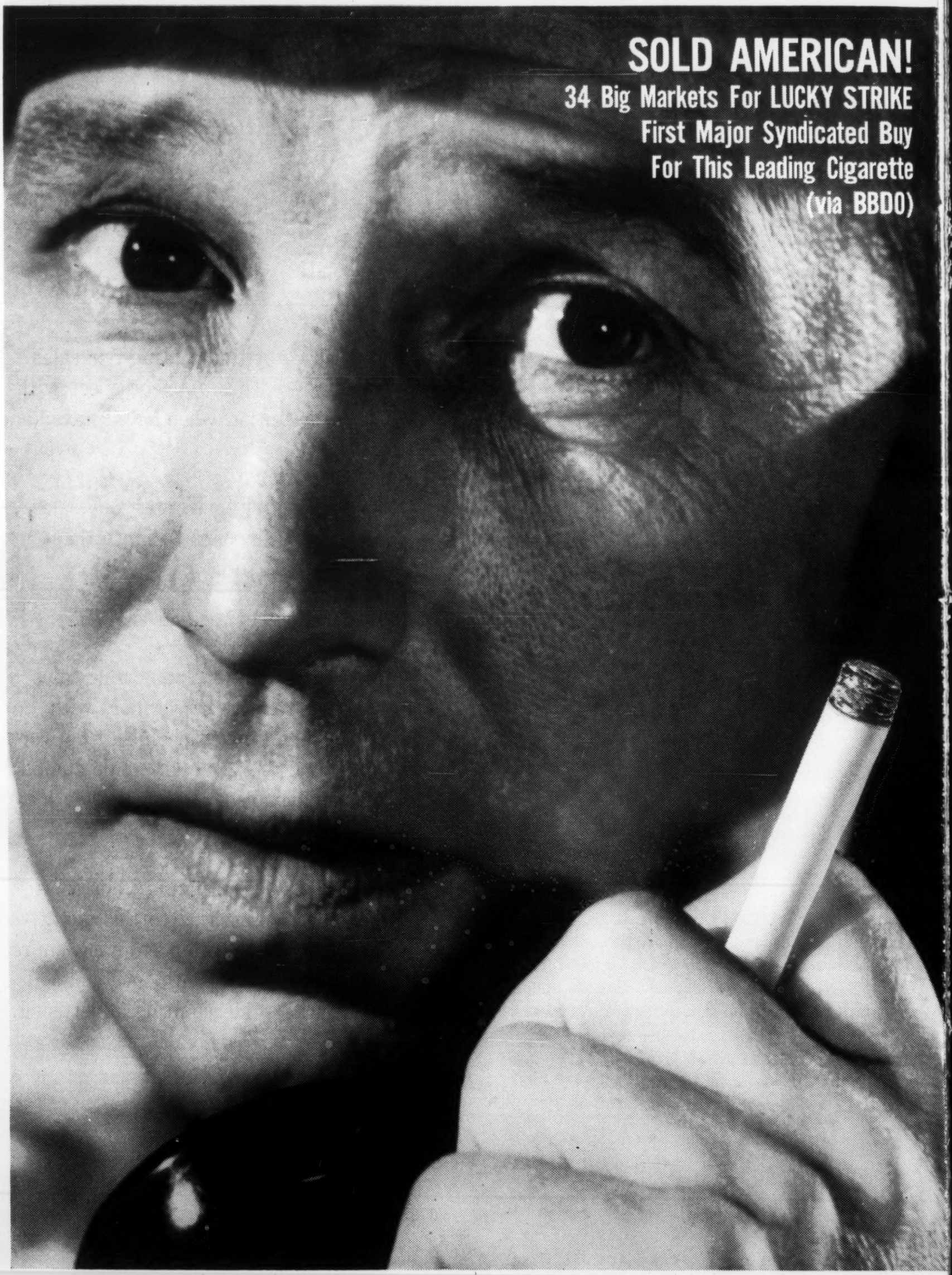
In **The Sporting News** your sales message reaches subscribers with an average annual income of between $6,500 and $8,000—a 98% male audience financially able to buy what you have to sell.

In **The Sporting News** your sales message is presented to this lucrative audience in a medium enjoying unprecedented editorial confidence and a resulting confidence in its advertising.

Leading Sports Paper of the World

The Sporting News

2018 Washington Ave. St. Louis 3, Missouri


SOLD AMERICAN!
34 Big Markets For LUCKY STRIKE
First Major Syndicated Buy
For This Leading Cigarette
(via BBDO)

SA7

SPECIAL AGENT SEVEN

LLOYD NOLAN

A truly great actor plays "Special Agent 7" of the Intelligence Division, U. S. Department of Internal Revenue—in fighting encounters with the nation's most sinister lawbreakers. Here come high ratings again from America's No. 1 Distributor of Television Film Programs – MCA TV.

IMMEDIATELY OPEN FOR REGIONAL AND LOCAL SPONSORSHIP

produced by revue productions

producers of MIKE HAMMER and STATE TROOPER

Write, wire, phone **mca tv FILM SYNDICATION**

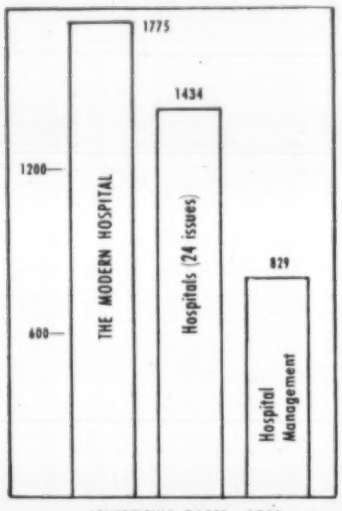
598 Madison Avenue, New York 22 · PLaza 9-7500 and principal cities everywhere

39 ALL-NEW FIRST RUN HALF HOURS

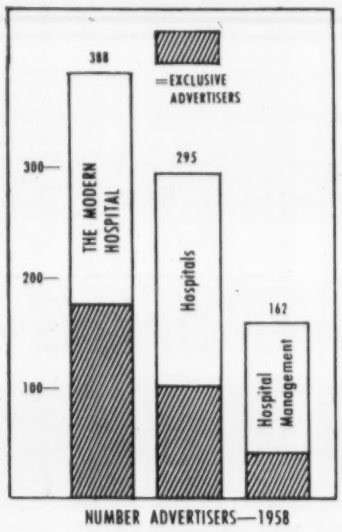
The Modern Hospital in the multi-billion dollar hospital market

First again in 1958

More advertisers paid more money for more advertising pages



ADVERTISING PAGES—1958



NUMBER ADVERTISERS—1958

ASK FOR: The Hospital Market-Fact book; Market-Media Data File (charts, graphs, facts).

FOR FORTY-FIVE CONSECUTIVE YEARS more advertisers have invested more advertising dollars and bought more pages of advertising in THE MODERN HOSPITAL than in any comparable magazine. *In 1958 more advertisers bought more advertising in The Modern Hospital than any other hospital magazine has ever carried!* 23.75% more than the second, 114% more than the third comparable magazine in 1958.

Why THE MODERN HOSPITAL leads

THE MODERN HOSPITAL leads in advertising patronage because it leads in editorial service and because of its impact of independent professional journalism. Its editors are professional journalists, who draw upon the top authorities in the fields of hospital administration and professional services and upon leading writers in the fields of medical science and hospital technology. THE MODERN HOSPITAL reports competently and thoroughly what is new and significant. The result is readership, reader response, reader action. Ask for the evidence.

FIRST in market coverage

THE MODERN HOSPITAL provides more buying power coverage at the administrative and professional department head level than any comparable magazine. THE MODERN HOSPITAL maintains the only wholly inducement-free paid circulation in the market—the highest inducement-free subscription renewal rate (one of only eight inducement-free business magazine renewal rates above 80%).

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION

Nielsen Network TV

Two Weeks Ending Dec. 20, 1958

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,966
2	Wagon Train (Ford, National Biscuit Co., NBC)	17,748
3	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	15,356
4	Perry Como Show (Several sponsors, NBC)	15,356
5	Sugarfoot (Several sponsors, ABC)	15,312
6	Jerry Lewis Show (Timex, NBC)	15,312
7	Maverick (Kaiser, Drackett, ABC)	15,051
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,703
9	Danny Thomas Show (General Foods, CBS)	14,355
10	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	14,225

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	42.0
2	Wagon Train (Ford, National Biscuit Co., NBC)	41.8
3	Sugarfoot (Several sponsors, ABC)	37.2
4	Jerry Lewis Show (Timex, NBC)	36.9
5	Maverick (Kaiser, Drackett, ABC)	36.5
6	Pro Football Games—Sun. (Several sponsors, NBC)	36.4
7	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	35.9
8	Perry Como Show (Several sponsors, NBC)	35.9
9	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.6
10	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	34.4

Nielsen Average Audience*

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,835
2	Wagon Train (Ford, National Biscuit Co., NBC)	14,877
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,181
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	13,355
5	Danny Thomas Show (General Foods, CBS)	13,224
6	Maverick (Kaiser, Drackett, ABC)	13,007
7	Wyatt Earp (General Mills, Procter & Gamble, ABC)	12,746
8	Tales of Wells Fargo (American Tobacco, Buick, NBC)	12,572
9	Price Is Right—8:30 p.m. (Lever, NBC)	12,528
10	The Texan (Brown & Williamson, CBS)	12,398

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.4
2	Wagon Train (Ford, National Biscuit Co., NBC)	35.0
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	33.4
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	32.2
5	Maverick (Kaiser, Drackett, ABC)	31.5
6	Danny Thomas Show (General Foods, CBS)	30.9
7	Wyatt Earp (General Mills, Procter & Gamble, ABC)	30.7
8	Price Is Right—8:30 p.m. (Lever, NBC)	29.8
9	Tales of Wells Fargo (American Tobacco, Buick, NBC)	29.5
10	The Texan (Brown & Williamson, CBS)	29.3

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

Trendex TV Ratings

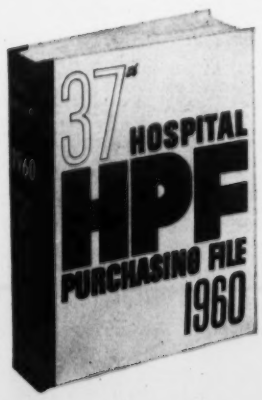
Jan. 2-8, 1959

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.5
2	Loretta Young (Procter & Gamble, NBC)	32.1
3	Danny Thomas Show (General Foods, CBS)	32.0
4	Wagon Train (Ford, National Biscuit Co., NBC)	31.1
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	29.8
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	29.4
7	Desilu Playhouse (Westinghouse, CBS)	28.7
8	Maverick (Kaiser, Drackett, ABC)	28.7
9	Perry Como Show (Several sponsors, NBC)	28.2
10	I've Got a Secret (R. J. Reynolds, CBS)	28.0

* Ratings are based on one "live" broadcast during the week of Jan. 2-8, 1959.

Max Factor Boosts Bard

Robert M. Bard has been named advertising manager of the international division of Max Factor & Co., with headquarters in Hollywood. He has been in the U.S. advertising department of the company for six years.



File your hospital catalog here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1960 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives, The Modern Hospital Publishing Co., Inc.

VIDEOTAPE™

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

THE HOUSTON POST LEADS

THE HOUSTON CHRONICLE

7,537 IN TOTAL DAILY CIRCULATION

POST **200,551**

Chronicle **193,014**

For basis of comparison see Audit Bureau
Circulation report for year ending Sept. 30, 1958

Member of

THE HOUSTON POST

W. P. Hobby
Chairman of the Board

Oveta Culp Hobby
President and Editor

Represented Nationally by Moloney, Regan & Schmitt

Special interest magazines get

marks the spot where action begins

40,930,000 homemakers are influenced in their buying decisions by the Good Housekeeping Seal!

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

ACTION!

When *Good Housekeeping*—one of the 13 Hearst Special Interest Magazines—featured an 8-page beauty article entitled "X Marks the Spot", it started that tidal wave of *action* for which Hearst Special Interest Magazines are noted.

Twenty-one national drug chains, representing 33.1% of the total business, tied in with this special feature—in elaborate point-of-sale display, in local advertising. And because these chains were unanimous in saying "Let's do it again!", a similar promotion is now well into the planning stage.

Providing a tail-wind for local sales

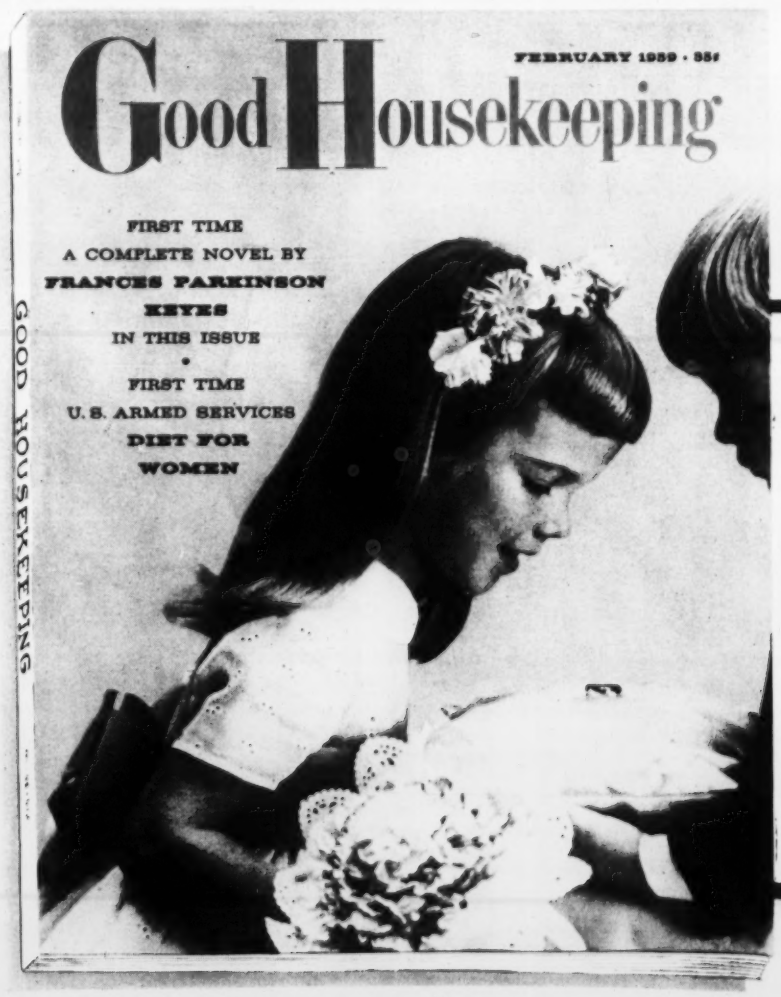
Action such as this you can expect when you tell your story in *Good Housekeeping's* "climate of confidence". For *Good Housekeeping's* reputation for integrity, in editorial content and in advertising, provides a tail-wind for the sale of products at the local level.

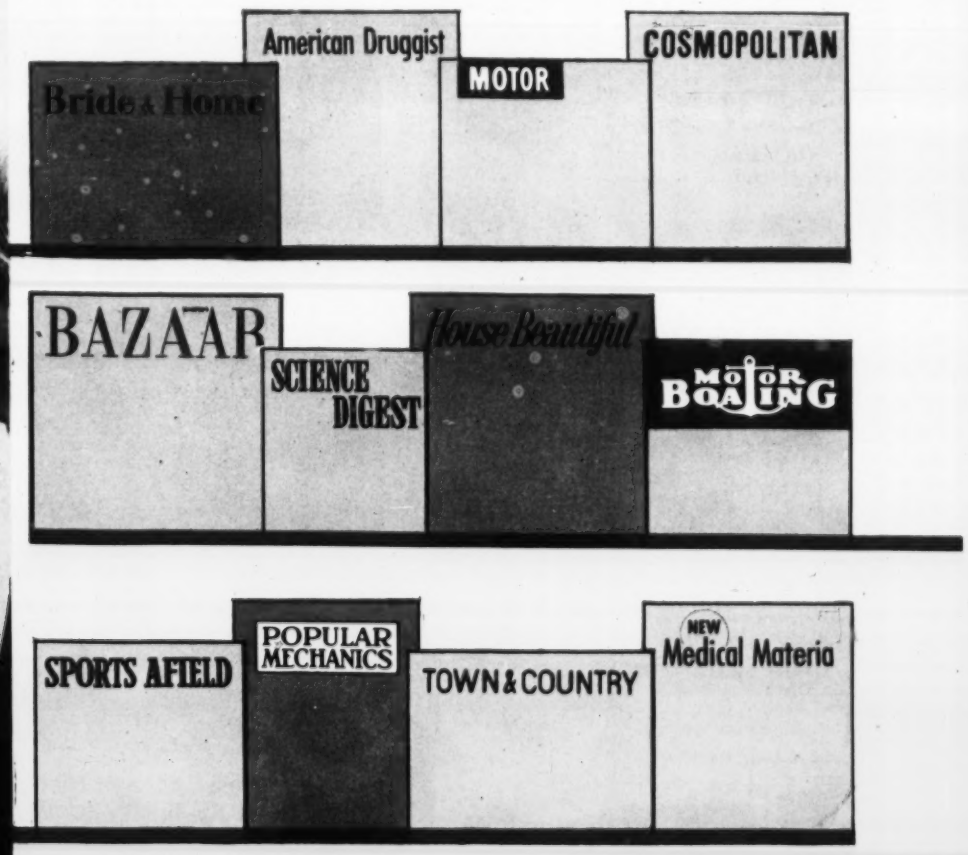
What is true of *Good Housekeeping* is true of all Hearst Special Interest Magazines. Each is edited for a particular group of readers—and tailor-made to their interests. Advertisers and readers speak a common language, so that advertising reaches presold prospects, not just "suspects".

So if you want *action* at the local level—if you want to hear that cash register sing—look to the medium that is geared for *action,* saleswise. For advertising dollars work hardest where interest is greatest... and readers of Hearst Special Interest Magazines are already sold...only need to be told!

Six keys to increased profits

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!





Hearst Magazines Get Action!

Pitney-Bowes Must Aid Competition in Consent Settlement

WASHINGTON, Jan. 20—Pitney Bowes, Stamford, Conn., has agreed to an anti-trust consent decree which seeks to open the way for more companies to enter the postage meter business.

Under the decree, Pitney-Bowes is required to issue royalty-free licenses under its existing patents, and to require only "reasonable" royalties under any patents it obtains in the next five years. It must also provide technical assistance to newcomers in the field.

In pressing for the consent arrangement, the Department of Justice complained that Pitney-Bowes now controls about 98% of the postage meters currently in use. It reported that metered mail now accounts for more than $1 billion in postal revenue annually, a volume which exceeds postal revenues from stamps and stamped envelopes.

■ The judgment provides that if, after 10 years, Pitney-Bowes is unable to show to the satisfaction of the court that persons in each major market area have a practical opportunity to rent postage meter machines from someone other than the defendant, Pitney-Bowes must submit a plan to bring about that competitive situation as soon as reasonably possible. #

Harding to Paxton & Gallagher

Charles Harding III, formerly a partner in Buchanan-Thomas Advertising Co., Omaha, has joined Paxton & Gallagher Co., manufacturer of Butter-Nut coffee, as assistant director of marketing. Mr. Harding handled the Butter-Nut account at the agency for 12 years. The account shifted from Buchanan-Thomas to Tatham-Laird, Chicago (AA, Jan. 5). Mr. Harding will work with Donald R. Keough, recently named marketing vp.

WGN Boosts Gates, 2 Others

Charles E. Gates, assistant commercial manager of WGN, Chicago radio station, has been named general sales manager, a new position, in which he will coordinate the station's sales activities. William A. McGuineas, commercial manager of WGN, will continue in that position and will assume new corporate assignments. Ben Berentson, manager of the station's New York sales office, has been given additional responsibilities.

York Marketing Unit Bows

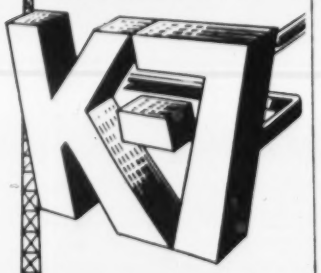
The York division of Borg-Warner Corp., York, Pa., has established a marketing services section. Robert A. Halla, manager of products and applications for York since 1954, will head the new section. The section will consolidate the preparation and production of technical manuals and publications relating to all packaged products, engineered machinery products and contract products within one group.

FAMOUS BRANDS of Texas

"MK" . . . MAVERICK

South Texas rancher, Sam Maverick, wouldn't brand his cattle, so neighboring ranchers recognized unmarked dogies as "Maverick's". Later, political slang adopted this cowboy term to mean one who bolts his party.

ANOTHER BRAND BECOMING FAMOUS IN THE TEXAS PANHANDLE . . .



Yes, K-7's got "brand" recognition on the High Plains! New programming, new management, new full power, new ABC interconnection have put our K-7 brand on TV sets across Amarillo's vast trading area. Now we're in a position to get "brand recognition" for your product. Let the Bolling Company give you the K-7 story . . . soon.

K-7 KVII-TV amarillo, texas

"...to reduce the total cost

DU MONT Allan B. Du Mont Laboratories is one of the most successful and best known designers and manufacturers of electronic equipment for industrial and scientific use in the country. It is interesting to note that during the past 20 years of growth and expansion, this organization has advertised consistently in leading trade and industrial magazines. We recently had the opportunity to talk with two key members of the Du Mont marketing team—Neil Uptegrove, Advertising Manager, Industrial Products, and Brewster W. Jameson, Manager, Scientific Instruments Sales. They agree about the importance and value of the trade press to the success of the job they have to do.

Here are the highlights of their remarks.

Neil Uptegrove says, "With us, trade and industrial magazine advertising is a fundamental of the coordinated marketing program . . . its primary purpose is to reduce the total cost of selling our products...it helps us do a job with pinpoint accuracy.

"Then, too, advertising in trade and industrial publications helps build recognition and prestige for our company . . .helps us maintain our rightful place in the industry."

Schwimmer to Film Experts' Bridge Games for TV Series

Walter Schwimmer Inc., Chicago, producer of "All-Star Golf" and "Championship Bowling" tv series, will have a new series, "Championship Bridge," featuring the *Chicago Tribune's* bridge expert, Charles Goren, available as a half-hour weekly tv show in March. Colmes-Werrenrath Studios, Glenview, Ill., is making the film.

The program will feature bridge games between experts with Mr. Goren giving running commentaries. Alex Dreier, radio and tv commentator, will open the show, explain the play and interview players.

'Effective Marketing Action' Contains Ideas of 39 Execs

An outline of new marketing concepts and their implications for executive action in various company departments are presented in "Effective Marketing Action," published by Harper & Bros., New York. Edited by David W. Ewing, assistant editor of the *Harvard Business Review*, and sponsored by the New York chapter of the American Marketing Assn., the book is largely written by the AMA members.

Texts by 39 executives and teachers of business administration are included. Price is $6.

General Mills Profits Up

General Mills' profit for the six months ended Nov. 30, 1958, totaled $7,746,821, compared with $6,470,000 for the corresponding period in 1957. Sales for the six months in 1958 were $274,291,340 compared with $265,094,330 for the same period of 1957. Net income per share similarly went up from $2.59 in the six months in 1957 to $3.14 in the six-month period in 1958.

Weisenborn Joins Niles

Gordon Weisenborn, industrial and documentary film director and producer, has affiliated with Fred A. Niles Productions Inc., Chicago film producer, on a special assignment basis. Currently he is directing a pr film for the Chicago chapter of the American Red Cross for the Niles organization. Mr. Weisenborn continues as film consultant to Firestone Tire & Rubber Co.'s pr department.

Harper Joins Jacobi

Milton D. Harper, formerly sales promotion and advertising manager of Associated Stationers Supply Co. and its subsidiary, Horder's Stationery Stores, Chicago, has joined Frank C. Jacobi Advertising, Chicago, as vp.

WPOP Names Adam Young

Adam Young Inc. has been named to represent WPOP, Hartford, Conn. The station formerly was handled by H-R Representatives except in the New England area, where Kettell-Carter was the representative.

# of selling our products"

Bo Jameson says, "The marketing facilities made available by certain trade and industrial publications help us establish market potentials...help disclose new markets and help us cover existing markets with maximum efficiency.

"We depend on trade and industrial magazine advertising to precondition our customers and prospects . . . to give a salesman an opportunity to make the most effective and efficient use of his time."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

YOUR TOWN— IN YOUR HANDS

This will be the theme of the April issue of THE ROTARIAN

From cover to cover the feature articles will deal with community improvement. They are designed to stimulate and motivate the readers to civic action that will make their town a better place in which to live.

The Rotarian's 354,620 subscribers have a special interest in this issue and are looking forward to reading it. Currently, 53% of these subscribers are serving on various community or civic governing bodies. They also serve on many school, church, park, and hospital boards.

It will pay you to meet this audience face to face through an advertisement in this community-action issue. Your sales message will be complemented by the editorial theme of "YOUR TOWN — IN YOUR HANDS."

Make reservations now — advertising forms close February 18th

The Rotarian
AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILLINOIS

Quote Quandary, Photo Pother. . .

Y&R Gambit Nearly Led to Stalemate in Putting 'Chess Men' Ad Together

Agency Has Been Asked for More Than 11,000 Reprints of 'Vote' Ad

NEW YORK, Jan. 20—Young & Rubicam doesn't know how many people it bestirred into voting with its "chess men" ad—but it does know that so far the ad has brought in requests for more than 11,000 reprints.

Moreover, when Y&R invited newspapers across the country to run the ad as a public service—with or without credit to the agency—"well over" 200 newspapers did so.

The ad's success apparently stemmed from the fact that it, "in a few words, got a point over that would take a week otherwise"—to quote one admirer, American Telephone & Telegraph Co., which requested permission to use the ad in its personnel training program.

The ad featured in large letters a quotation attributed to Edmund Burke: "All that is necessary for the forces of evil to win in the world is for enough good men to do nothing." The illustration consisted of white and black chess men facing each other across a chess board.

The ad ran first as a "Register & Vote" reminder Oct. 7 in the *New York Times, Herald Tribune* and *Wall Street Journal*. Its success was so prompt that it was repeated as a "Vote Nov. 4" reminder in the same media, plus six business papers, ADVERTISING AGE; *Financial World*; *Fortune*; *Media Agencies Clients*; *Printers' Ink* and *Sales Management*.

■ Of the 200-plus newspapers that ran the ad on their own, some published it as a house ad; others got local advertisers to sponsor it; a few used it as an editorial feature.

In several cities, it was sponsored by the Republican and/or Democratic parties. A civic organization in England requested a copy; several ad agencies hung it on their bulletin boards—one appending the challenge, "Try to beat this." This month, the *Corpus Christi Caller-Times* is running it to encourage local citizens to pay their poll tax.

■ The ad itself started out merely as a poster for the agency's bulletin board. "It was one of those spontaneous happenings," quickly conceived and even more quickly elevated from poster to house ad, according to the copywriter, Charles Maguire.

The quote came from the "chaotic depths" of his wallet, along with other "salutary epigrams designed to remind us Who We Are and Whither We Go," he said.

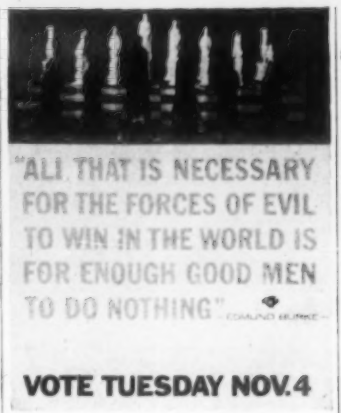
The art was as quickly selected by Don Vaughan, assistant art director, who decided chess men would be the most fitting illustration and found just what he wanted in a picture torn out of an old copy of *Esquire*.

But from this painless beginning, the ad's saga begins to sound more like "The Perils of Pauline."

■ The harrowing part of the tale began when Tom Lapham, vp, still haunted by memories of having once misquoted Shakespeare, requested that the wording and source of the quote be carefully checked.

"Of course. Forthwith," said copywriter Maguire, calling the Y&R librarian. Instead of verification, however, he got the librarian's apology: "Sorry, we can't seem to find that quotation."

Back to the files she was sent, but back she came, reporting a second failure. No trace of the quote in Bartlett, Hoyt, Flesch, Champion, Copeland, Oxford, Putnam, Stevenson, Simpson, Woods.



No clue in the "Thesaurus," "Book Digest," "Readers Encyclopedia." Nothing in the "American Treasury," "Oxford Companion," "New Anecdota Americana," "Treasury of Inspiration," "Patriotic Anthology." Not even in "Blendings from Prose & Verse Since Raleigh's Time."

At this point, the agitated copywriter decided to "pursue the path straight to summit" and posed his problem to the New York Public Library. The reference room attendant interrupted him in midquote: "Oh, that old thing—certainly." But after a suspenseful interlude, he too had to mumble: "Awfully sorry, strangest thing, can't seem to trace that quote at all. Burke all right. Positively, very familiar. Very strange."

■ Next came calls—all futile—to Columbia, Fordham and New York Universities. Then a call to a "learned friend at a New York publishing house," who first said confidently, "Oh, that old thing," but soon had to admit, "Can't seem to find that old thing right now. Try the *Times*."

Next ensued calls to the *Times*. One to the morgue: "Whaddya think we keep files back to 1794 or sumpin'?" Another to the reference room, which reported only that a while back the *Times* queried the source of this quote in its literary columns—and got not one answer, not even a postcard.

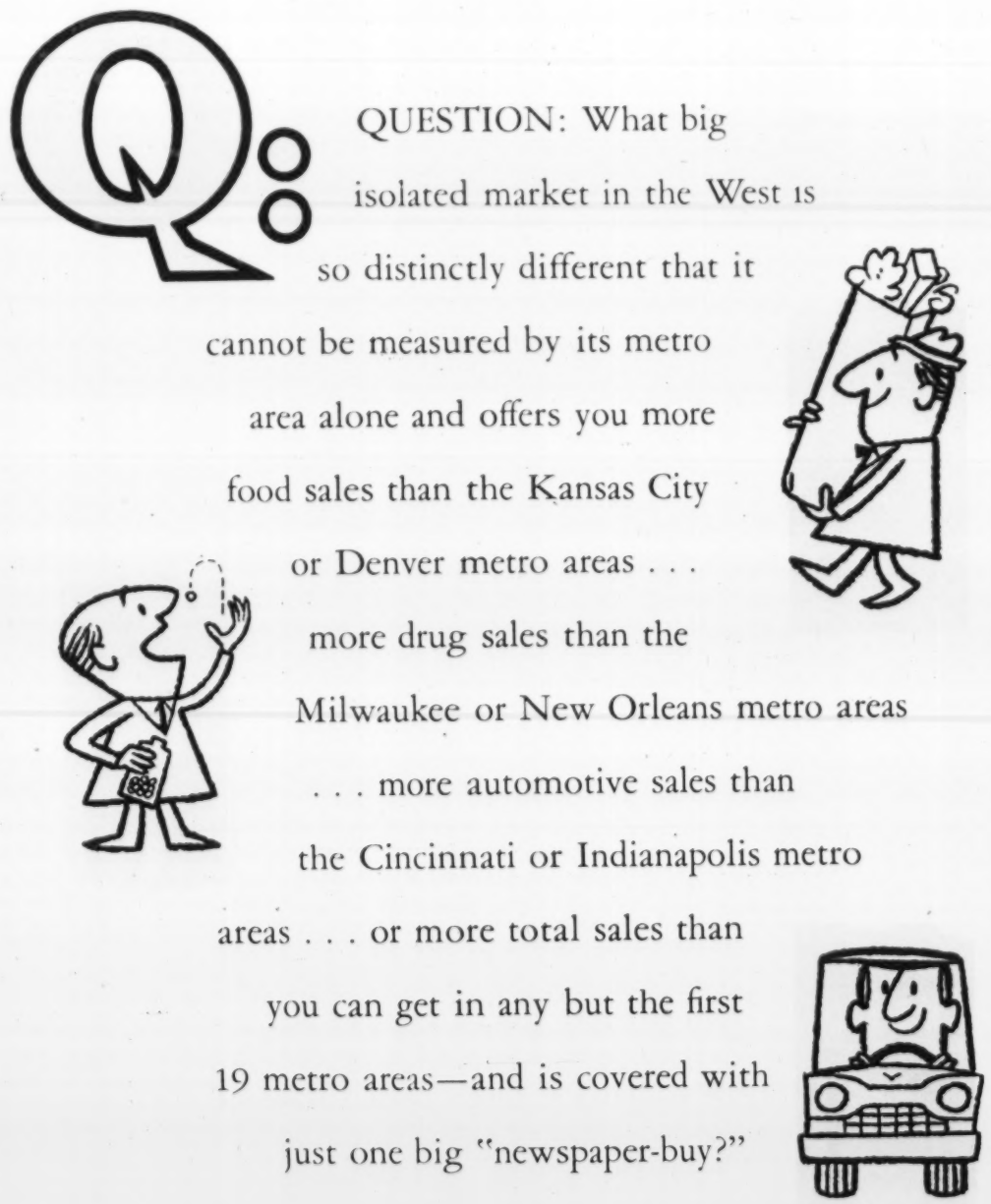
■ Mr. Maguire, now a desperate man, decided *in extremis* to ask Charles Van Doren at NBC. He was quickly connected with the quiz winner, who began to chuckle when he heard the question.

"No, no, no. You won't find it in any of Burke's published writings," Mr. Van Doren said immediately. The quote, he explained, probably (almost certainly) came in a Burke speech in the House of Commons early in the 18th century. There were no stenographic records that early, so the quote was picked up and passed on down the years in varied versions.

"Pops up regularly, causing much perplexity," he said. The Christopher Society uses "triumph" instead of the more euphonious "win in the world," but the latter is the accepted version, Mr. Van Doren maintained.

With this, Mr. Maguire decided to rest his case.

Meanwhile, over in the art de-


Q:
QUESTION: What big
isolated market in the West is
so distinctly different that it
cannot be measured by its metro
area alone and offers you more
food sales than the Kansas City
or Denver metro areas . . .
more drug sales than the
Milwaukee or New Orleans metro areas
. . . more automotive sales than
the Cincinnati or Indianapolis metro
areas . . . or more total sales than
you can get in any but the first
19 metro areas—and is covered with
just one big "newspaper-buy?"

ANSWER AMERICA
ANSWERS YOUR TELEPHONE
24 HOURS EVERY DAY
Offices everywhere — Act as branch offices — Receive Mail — Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call Information or write
ANSWER AMERICA, INC.
69 East Washington Street, Chicago 2, Ill.

partment, people were having their own frenetic search trying to locate the negative for the chosen photograph.

It seems the page torn from *Esquire* carried no credit line, so no one knew who the photographer was or where the negative might be.

Numerous calls to *Esquire* both in New York and Chicago brought forth the information that the man who would know whence the picture came was somewhere on a train, en route from the West Coast to Chicago.

■ The supposition was that the negative would be in a Chicago art studio, so Y&R's Chicago office was alerted to have someone standing by, plane reservations in pocket, ready to fly the negative to New York. When the *Esquire* man arrived in Chicago, however, he said he thought the photographer was Eric Hartmann, of Magnum Photos, in New York.

Y&R in New York got on the phone again, only to find Mr. Hartmann was somewhere in Europe—just exactly where, no one knew. Mrs. Hartmann, however, was still in New York, and she was prevailed upon to try and find the negative in her husband's vast photo files. Half a day later she emerged, negative in hand.

Despite it all, however—the quote quandary and the photo pother—only two days had elapsed between the idea and the final proof for the ad. The ad was rushed into the newspapers, and within 24 hours requests for 2,000 reprints had been received. #

Louis Harris Incorporates, Adds Oliver Quayle III

Louis Harris & Associates, New York market research company formed in 1956, has incorporated and has added Oliver A. Quayle III to its staff as a vp and account executive. Mr. Quayle was formerly with Elmo Roper & Associates. John F. Kraft, another former Roper man, has also been named a vp. Louis Harris was a Roper partner before setting up his company.

The Harris organization announced it is now doing research for the following companies: Johnson & Johnson; Yale & Towne; Yardley Ltd; MJB Coffee Co.; Blitz-Weinhard Brewery; Puget Sound Power & Light Co., and Sperry & Hutchinson.

Harris Buys Control of Herald Enterprise Papers

Maurice Harris, formerly a San Diego newspaper man, has bought controlling interest of the semi-weekly Herald Enterprise newspapers in five communities around Los Angeles: Bellflower, East Long Beach, Lakewood, Paramount and Artesia.

B. Walter Hicks continues his interest in the newspaper group as partner and business manager. Bert J. Abraham, whose interest Mr. Harris bought, is currently president of the California Newspaper Assn.

A&P Reports Rise in Earnings

The Great Atlantic & Pacific Tea Co., in its first interim financial statement ever issued to the public, reported Jan. 12 an increase of 0.27% in profits in the first three quarters of its current fiscal year ending November, 1958. Consolidated earnings after provision for taxes of $44,100,000 were $37,200,000. This compared with a profit of $37,100,000 in the like period a year ago, after provision for taxes of $43,900,000. A&P did not disclose its sales volume in its interim report. In the full fiscal year ended Feb. 22, 1958, A&P reported record sales of $4.7 billion.

Paramount Integrates Telemeter

International Telemeter Corp., previously a 90% owned subscription tv subsidiary of Paramount Pictures, has been merged into Paramount and will operate as a division under the International Telemeter Co. name. Telemeter's two subsidiaries, Telemeter Magnetic Inc. and Palmsprings Community Television Corp., have become direct subsidiaries of Paramount.

Railroads Cut Price to Drive Barges Out of Business: Hershey

CHICAGO, Jan. 20—The railroads have launched a systematic program of cutting prices geographically to drive barge lines out of competition, J. W. Hershey, president of American Commercial Barge Line Co., Houston, told the Transportation Assn. of America last week.

Mr. Hershey wants antitrust standards to be applied to control this practice.

"Far from being over-regulated in the field of competitive pricing of their product, as they claim, the railroads have more freedom from regulation than is true of industry generally," he said.

■ As an example of the price discrimination, Mr. Hershey cited the fact that Dallas, Fort Worth and other inland Texas newspapers must pay $17 a ton for newsprint from Calhoun, Tenn., compared to a price of $10.40 a ton the railroads are proposing for shipments to Houston.

Houston is 28 miles further from Calhoun than Dallas and Fort Worth, but it is subject to water competition, he said.

"I would like to suggest that in the nearly three-quarters of a century since the passage of the Interstate Commerce Act and the Sherman Act, their common purpose has been obscured. The public may well find surer protection for the benefits they derive from the natural advantages of the various transportation modes if the principles of the antitrust statutes could be moulded into appropriate parts of the Interstate Commerce Act," Mr. Hershey said. #

Wilcox Joins Madison Agency

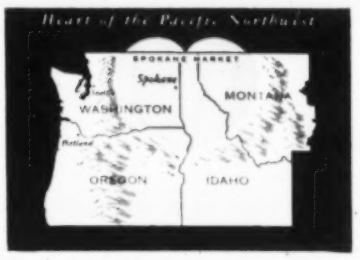
Sheldon C. Wilcox, formerly merchandising director of the American Dairy Assn. of Wisconsin, has joined Madison Advertising Agency, Madison, Wis., as an account executive and director of merchandising planning.

Sutton Names Burke

Richard H. Burke has been appointed Cleveland district manager of *Electrical Equipment*, published by Sutton Publishing Co., White Plains, N.Y. He formerly was with McGraw-Hill Publishing Co.

A ANSWER:

The Spokane Market



it's 4 times as big as it looks!

Total Spokane Market	Retail Trading Zone	Metropolitan Spokane
Retail Sales $1,356,899,000	Retail Sales $816,293,000	Retail Sales $366,060,000
The Spokesman-Review and Spokane Daily Chronicle reach 5 out of 10 families.	*The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families.*	*The Spokesman-Review and Spokane Daily Chronicle reach more than 9 out of 10 families.*

All data: SRDS November 1958

If you're scheduling markets by metropolitan areas, take a second look at the Spokane Market. Here's a distinctly different market, requiring an entirely different set of measurements. Walled-in on all sides by giant mountain ranges and with Spokane 300 or more miles distant from other metropolitan areas, the Spokane Market is an isolated—*but integrated*—multi-billion dollar sales area the size of New England. Metro data fall far short of the full strength of this big market, which is 4 times as big as its metro area in population, income and sales. But you sell it ALL with just one big "newspaper-buy": The Spokesman-Review and Spokane Daily Chronicle.

9 out of 10 Subscribers delivered at Home—86.41% UN-duplicated

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

1 out of every 2 families

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

Has Your Treasurer Told You?

If your company secures large numbers of orders, inquiries, sales prospects, coupons, premium requests or other names—you're sitting on a handsome source of extra revenue.

Our accounts—the leading national magazines, book and record clubs, financial advisory services, credit clubs and mail order firms are constantly seeking new mailing lists. They will pay well for the privilege of renting (not buying) names.

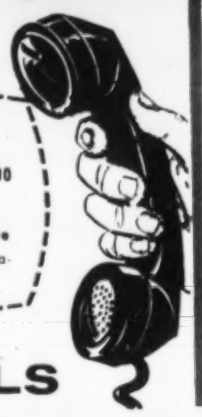
If you have more than 15,000 names investigate the royalty income. Write on your company letterhead stating how your lists were acquired. In return, you will receive by mail, a brochure and specific information. No obligation. No one will call.

Lewis Kleid Company
25 West 45 Street,
New York 36, N.Y.

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada



Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype
in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

We're glad to see you!

SHERATON HOTELS

EASTERN DIV.

NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BINGHAMTON, N.Y.
PROVIDENCE	(Opens early 1959)
ATLANTIC CITY	MOBILE, Ala.

MIDWESTERN DIV.

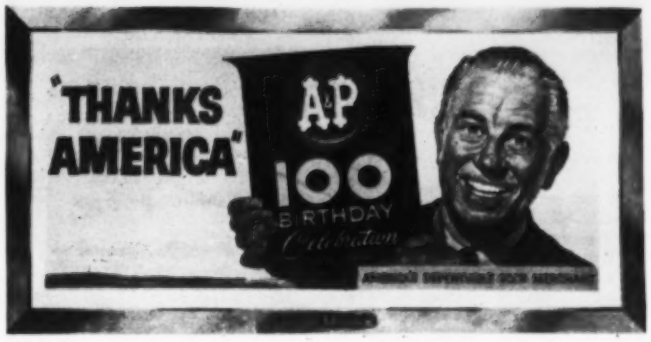
CHICAGO	AUSTIN
DETROIT	AKRON
CINCINNATI	INDIANAPOLIS
ST. LOUIS	FRENCH LICK, Ind.
OMAHA	RAPID CITY, S. D.
LOUISVILLE	SIOUX CITY, Iowa
DALLAS	SIOUX FALLS, S. D.
(Opens early 1959)	CEDAR RAPIDS, Iowa

PACIFIC DIV.

SAN FRANCISCO	PORTLAND, Oregon
LOS ANGELES	(Opens fall 1959)
PASADENA	

CANADIAN DIV.

MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.



A&P USES OUTDOOR—*Starting this month, Great Atlantic & Pacific Tea Co. will mount what Outdoor Advertising Inc. reports will be the largest food chain campaign ever conducted in the outdoor advertising medium. A&P's poster campaign, its first use of the medium, was prepared by Paris & Peart. Thousands of posters each month will tie in A&P's 100th anniversary year celebration with special institutional and product promotions.*

TelePrompTer Starts '59 with Flurry of Wired-TV Activity

NEW YORK, Jan. 20—TelePrompTer Corp. has started off the year with a flurry of business. Robert M. Rosencrans, director of the company's group communications division, reports that four major closed-circuit tv shows have been scheduled for the first five weeks of 1959. These contracts will total about $400,000, he said.

The first, a 31-city telecast, was staged for Buick. The program featured a panel of salesmen discussing the presentation and demonstration of their products. There were pick-ups from dealers in St. Louis and Cleveland. The telecast was produced by Sales Communication, the sales development affiliate of McCann-Erickson.

■ Last week, Phillips Petroleum Co. staged a 36-city sales meeting. This meeting replaced the company's annual divisional sales meetings and saved the top executives traveling time.

Coming up on Feb. 3 is a closed-circuit tv unveiling for Ford's new tractor and implement line. This will be seen in 30 cities, with Los Angeles and Yuma, Ariz., as originating points for the demonstration of the new products.

The fourth TelePrompTer client for a closed-circuit meeting doesn't want its plans talked about yet or its name revealed. ≠

Dr. Pepper Moves into N.Y.

Dr. Pepper Co. has moved its soft drink into the metropolitan New York market and plans to complete national distribution by 1960. Its entry into New York will be announced by space in magazines, newspapers, business publications and by time on radio and tv. Plans call for development of a network radio show. Grant Advertising is the agency for Dr. Pepper, which now spends over $2,000,000 on promotion.

Missouri Wood Names Datche'

Missouri Wood Heel Co., St. Louis, has appointed Datche' Advertising Co., St. Louis, to handle its advertising and publicity, effective Jan. 1. The company said it plans an extensive national and trade ad program this year.

Besel Joins Smalley, Levitt

Julian Besel has joined Smalley, Levitt & Smith, Los Angeles, as an account executive and member of the plans board. He previously was associated with Van der Boom, Hunt, McNaughton, Los Angeles.

Melamed Joins NTA

David J. Melamed, formerly exec vp of Chesapeake Industries' Pathe Laboratories, has been named vp in charge of business affairs for National Telefilm Associates, New York.

Daly to Doyle & Hawley

John Daly, formerly national advertising manager of the *Las Vegas Review-Journal*, has joined the Los Angeles sales staff of Doyle & Hawley, newspaper representative.

'U. S. Radio' Names Rep

U. S. Radio, a monthly published by Arnold Alpert Publications, New York, has appointed Whaley-Simpson Co., San Francisco, its western states representative.

TO TOMORROW'S GIANT:

If you want fast business growth—growth you can measure day to day—take a look at today's newest advertising and sales medium. Using keyed returns, it can prove the effectiveness of your advertising efforts almost immediately, prevent costly mistakes and dead-end detours.

This new medium will take your story to every prospective customer in the country . . . create a strong, indelible image for your product or company . . . produce new business—and growth—at low cost.

The medium is MASS MAIL.

More than simple direct mail or mail order, Mass Mail is the scientific application of proven research, statistical and sales techniques to the creative art of persuasive communication. It requires originality, inventiveness and a willingness to pioneer on the part of both creator and user.

If you possess these qualities, why not match them—and your ambition—with those of Lemarge? One of the nation's largest mechanized processors of Mass Mail, Lemarge is also the creator of outstanding Mass Mail sales and advertising campaigns for some of the largest mailers in the country.

Many of our clients came to us when they were too small for others to handle profitably. But they were ambitious, and that meant more to us than their size.

Today they reach audiences of hundreds of thousands . . . produce measurable returns on every mailing . . . with Lemarge-created Mass Mail campaigns.

If you want to join this company of giants, why not see what Lemarge can do for you? We will be happy to consult with you without charge or obligation.

LEMARGE *MAILING SERVICE COMPANY*

417 SOUTH JEFFERSON STREET, CHICAGO 7, ILLINOIS

A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL **LOUISVILLE** FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

THE EXECUTIVES IN COMMAND

the institutions buying team

*buy or specify all products for the entire Institution.**

(And they turn to INSTITUTION MAGAZINE to find every product need!)

**In all Institutions, including Restaurants, Hotels, Hospitals, Schools and Colleges, etc.*

EXECUTIVES IN COMMAND . . .

like this Institutions executive team in command of ALL purchasing for Restaurant Associates, Inc., New York City.

BLACKSTONE STUDIOS

AUGUSTA BERNS
BAMBERGER STUDIO

Jerome Brody
President

Joseph H. Baum
Vice President
Director of
Restaurant Operations

Robert Roehrig
Director of
Food Purchasing

Lee Jaffe
Director of
Equipment Purchasing

AGENCE RAPHO

. . . backed up, of course, by their suppliers and specifiers . . . their food wholesalers . . . their food service equipment dealers, contract houses, architects, designers and decorators.

When important Institutions buying decisions are to be made, the Institutions executive buying team will make them. Restaurant Associates, Inc., one of the nation's largest, most progressive mass feeding operators is a good case in point. They buy everything, including food, food service equipment, furnishings, maintenance equipment and building products, for many diverse operations from the sumptuous Forum of the Twelve Caesars in New York City to the Riker's counter operations. Purchasing is a 3-way executive buying-team effort. For equipment, the executive buying team consists of Lee Jaffe, Dir. of Equipment Purchasing and his associates; Joseph H. Baum, V. P., Dir. of Restaurant Operations; and the specific Unit Manager. For food, it is Robert Roehrig, Dir. of Food Purchasing and his associates; Joseph H. Baum, V. P., Dir. of Restaurant Operations; and the specific Unit Manager. Restaurant Associates, Inc., is a constantly expanding operation . . . always demanding high quality . . . operating on a definite buying-team basis.

This, then must be your sales approach to the Institutions Market—restaurants, hotels, hospitals, schools and colleges, etc. THE EXECUTIVES IN COMMAND, that is the Institutions Buying Team, in almost every Institution follows to a great degree the team effort just described. It is not enough to limit your selling to individuals. You must sell the *whole* executive team . . . Sell them and you sell your product!

How do you reach the Institutions executive buying team? Through the *only* publication, the one publication *totally* dedicated to the interests of the Institutions executive—INSTITUTIONS Magazine. It is important to him because it pinpoints his interests . . . comes up with the right answers to his needs and the right solutions to his problems. If you have a product that fits the Institutions Market (and almost *all* products do) your product story in INSTITUTIONS Magazine will go where important Institutions buying power responsibility is concentrated: among THE EXECUTIVES IN COMMAND.

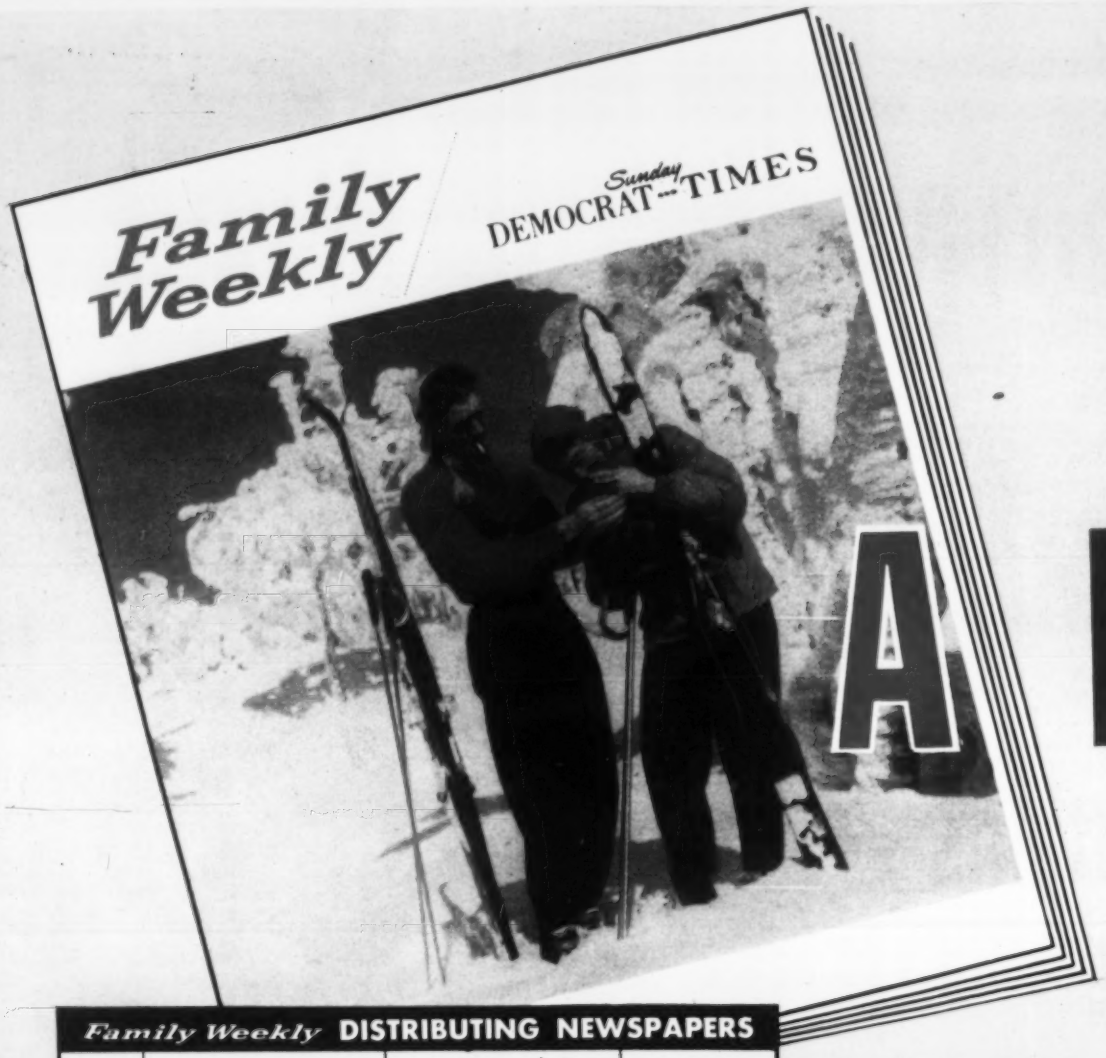
CONSULT YOUR ADVERTISING AGENCY

ABC AUDITED PAID CIRCULATION

Institutions®

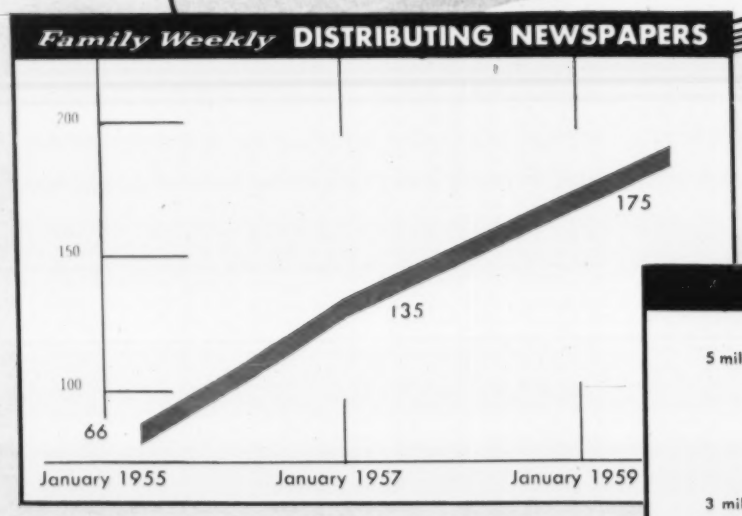
MAGAZINE OF MASS FEEDING/MASS HOUSING

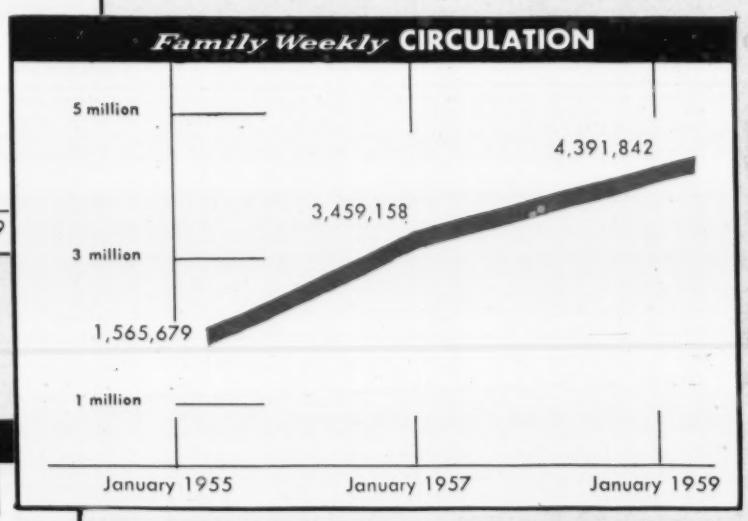
1801 PRAIRIE AVENUE, CHICAGO 16, ILLINOIS

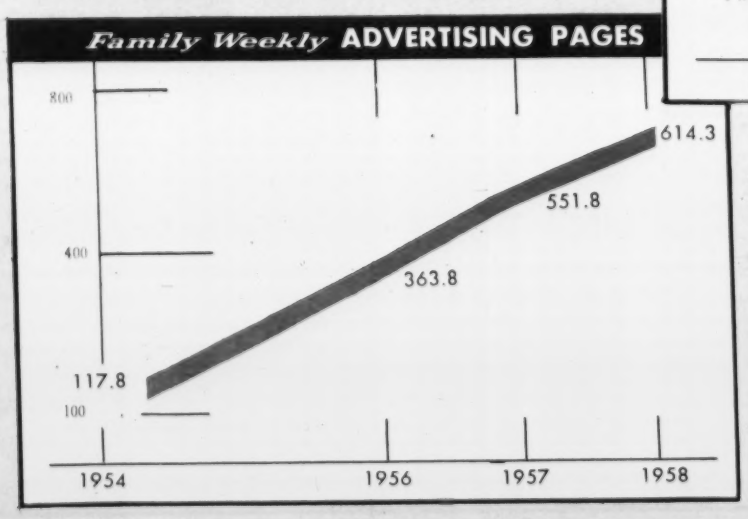


We are looking

A MILL







In the last five years, FAMILY WEEKLY has gained 2,826,163 circulation, added 109 markets, and increased its advertising pages by more than 420 percent. This record-breaking performance is further evidence that FAMILY WEEKLY can do a really big job for you.

WORLD'S LARGEST RETAIL MARKET THAT CAN BE REACHED IN SUCH DEPTH

forward to the years ahead with confidence–and...

ION THANKS!

to the 322 national advertisers...137 agencies ...175 distributing newspapers with millions of responsive readers...and to thousands of cooperative dealers.

They all contributed to making 1958 the most successful year—by far—in the

FIVE YEARS OF GROWTH of *Family Weekly*

Month after month, year after year, the sales importance of the highly merchandisable markets saturated by FAMILY WEEKLY and its colorful editorial appeal to basic family interests have enabled FAMILY WEEKLY to achieve a record growth in advertising and circulation unprecedented in the Sunday magazine field.

As of January this year, FAMILY WEEKLY is distributed by 175 newspapers—*five more than one year ago*. During 1958, advertisers invested 27.8% more advertising dollars in FAMILY WEEKLY than during the previous year through a record-breaking 614.3 pages of advertising. Again this year, the dramatic performance of FAMILY WEEKLY is the big media story. It further establishes FAMILY WEEKLY as a primary source of sales in a major segment of the U. S. market where saturation coverage and fine colorgravure get quick consumer response and enthusiastic dealer support for FAMILY WEEKLY advertisers.

Today, after five years, FAMILY WEEKLY offers national advertisers depth coverage in 175 selected markets that account for $30,021,545,000 in retail sales—15% of the U. S. total. Its 4,391,842 circulation reaches an average of 62% of all families in 548 counties where its circulation is 20% or more. No other national medium, print or broadcast, delivers comparable coverage in FAMILY WEEKLY's markets. FAMILY WEEKLY's consistent growth has meant important bonus circulations over those on which rate cards were based.

Your FAMILY WEEKLY representative would like the opportunity to document further reasons why FAMILY WEEKLY belongs high on your list of media. Call him soon.

FAMILY WEEKLY MAGAZINE, Inc.
Leonard S. Davidow, *President and Publisher*
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Building
CLEVELAND 15: 604 Hanna Building
LOS ANGELES 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue
SAN FRANCISCO 4: Blanchard-Nichols, Assoc., 33 Post Street
MIAMI 32: J. Bernard Cashion, Chamber of Commerce Building

WITH A SINGLE MEDIUM.

'Total Sell' Serenade Is Music to NAEA Ears

(*Continued from Page* 1)
decision to go into television, radio or other media, silences our selling guns."

In stressing the value of newspaper advertising, Mr. Kurz pointed out that food stores, drug stores, apparel stores and department stores—all heavy users of newspapers—had profitable years in 1958.

On the other hand, he asserted that the appliance and home furnishings business was down 7.5%, and the automotive field had a bad year in 1958. Both fields have moved away from newspaper advertising in recent years, he said.

"The American public must be very thankful to the American automobile business for the fine entertainment provided by their advertising dollars in 1958," Mr. Kurz said. "But the applause did not come in appreciative sales, or even showroom traffic."

Accounts who spend an ample amount,
May put dough in a big tv show,
But they'll switch when we give 'em our pitch,
That's Total Selling.

■ Arthur H. (Red) Motley, publisher of *Parade*, advocated that newspapers offer discounts for volume, frequency and continuity, and that the difference between local and national rates be narrowed.

"This is not price cutting," Mr. Motley said in discussing discount allowances. "It is merely conformity with the general practice of all advertising media." On the local and national rate issue, he stated, "Wide discrepancies in rates have often hurt the sale of national advertising, and study of rate structures has shown in some cases that local rates are too low."

The *Parade* chief also urged newspapers to simplify rate cards, increase their coverage of younger men in advertising departments and agencies, and train newspaper ad salesmen more thoroughly.

He predicted that newspapers would have a good year in 1959; that electronic media would continue to grow this year, but at a slower rate than in the past; and that magazines would show increased billings in 1959. But, he added, these increases would largely represent partial recoupment of substantial magazine losses in 1958.

Admit this is it, and beginning today,
We'll hit every town from Quebec to L.A.,
From Maine to Florida Bay,
For our business is better
When we all pull together.

■ The five major points in the Total Selling program were outlined by Charles T. Lipscomb Jr., president of the BofA. He listed the five points as conventions, national research, depth selling, promotions and sales tools.

Mr. Lipscomb said the newspaper field would be represented at 24 major business conventions in the U.S. this year. The BofA will bring out new and better research data this year, he added.

The "depth selling" program will be a joint effort of BofA and local newspaper salesmen calling upon regional and national companies and their agencies. A part of the program is the VIP (Very Important Prospect) phase, which consists of a large advertiser being selected each month to hear the newspaper story from BofA salesmen. Armour & Co. has been selected as the VIP target for February.

■ Eight promotions, four national and four seasonal, will be staged as part of the Total Selling effort, Mr. Lipscomb said. The national pushes are automotive (April 6-18); food (Sept. 14-26); appliances (Nov. 2-14), and beauty and fashion (March, 1960). The four seasonal pushes are Operation Home Improvement (June), Summer Sales (July), Back to School (August) and Christmas.

Sales tools will consist of complete kits to be provided by the BofA, and a complete point of sale kit, prepared by the Merrick Lithograph Co. for the automotive promotion, which sells for about $20.

That's right ... we've got one goal in sight,
So let's go, watch the revenue grow,
When we say as we go on our way,
Each hour of the day, each day of the year,
We're Total Selling.

■ Some kind words for advertisers and advertising salesmen were delivered by Jenkin Lloyd Jones, editor of the *Tulsa Tribune*, who defended the "commercial" press as opposed to the subsidized foreign press.

"So I say without apology or shame, God bless the advertisers," Mr. Jones said. "Hooray for the high-level hucksters who sell the ad contracts. Hooray for the agency people, the copy runners and the layout men. No editor could ride forth to joust with ogres if someone didn't feed the war horse. Our blasts would be feeble without a working bugle."

The Tulsa editor asserted that "under intelligent management the commercial press is the answer to the kept press. It is the antidote for the cowardly press and the corrupt press.

"And in the expansion of the commercial press the adman casts his shadow against the clouds," Mr. Jones said. "He is living, perhaps, a more significant life than he has realized, and coming generations may be deeply in his debt."

Mr. Jones described solvent newspapers as "the most responsible and worthy of trust." In reporting the poor financial status of many foreign newspapers, he asserted that the "penniless newspaper, like the penniless young lady, is more susceptible to an immoral proposition than one well-heeled."

Merchants who limit their advertising to a certain percentage of their sales were criticized by Forrest Arthur, president and general manager, Buttrey & Associates, Great Falls, Mont.

"Right here, let's throw advertising percentages to the four winds and advertise right up to the hilt of its profitability," Mr. Arthur said. "Let's reflect the scope and importance of our store. Let's dominate the newspaper with bright, cheerful, interesting, informative, newsy, easy-to-read, inspiring, motivating ads about what is new today."

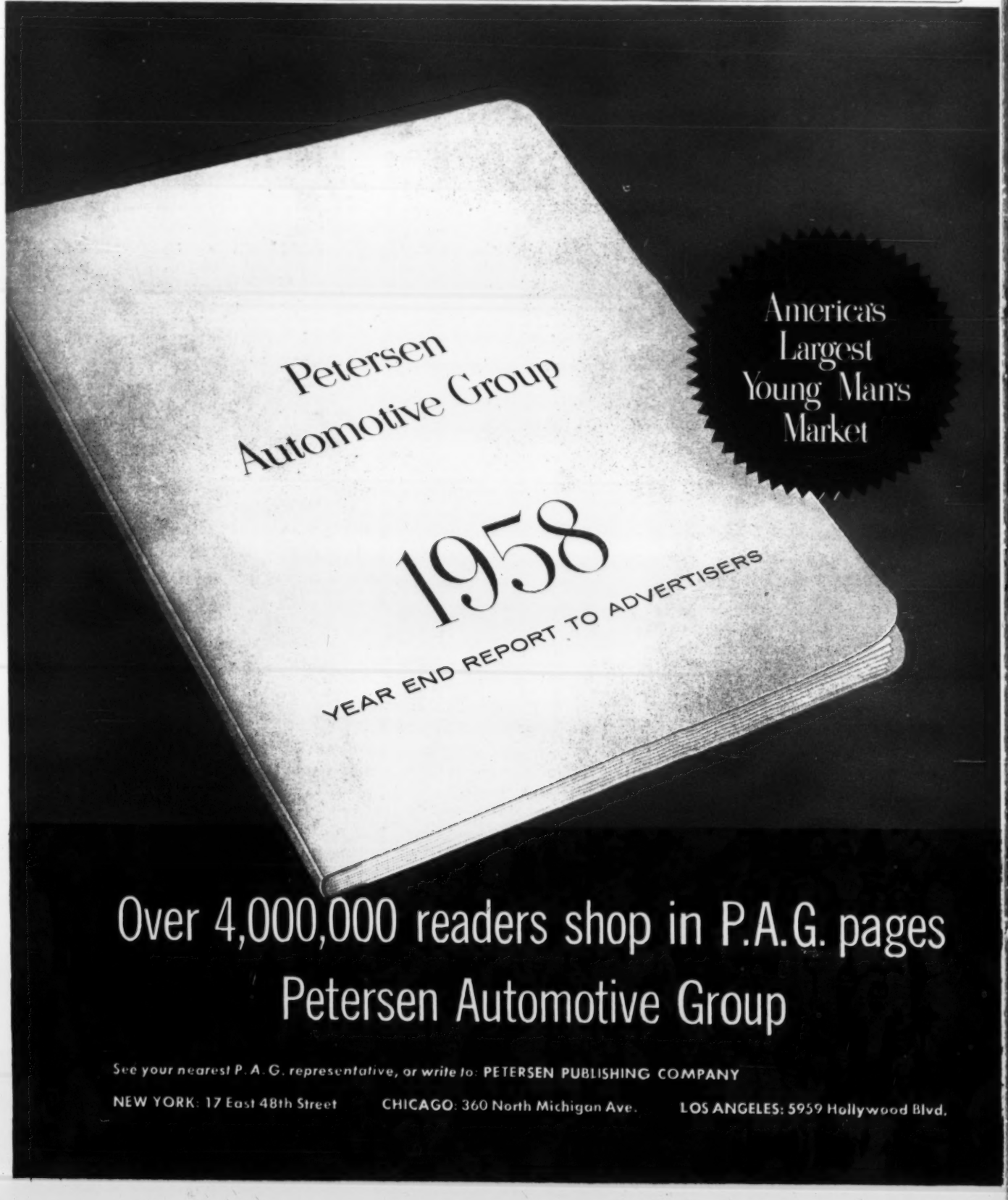
■ Mr. Arthur praised the "powerful selling strength of repeat advertising" in newspapers. One four-color ad of a $29.95 item in his store was repeated 20 times during the past six years and produced a sales total of $55,000, at a space cost of 3.7%, he said. The ad is repeated, often without the change of a word, on an average of every 90 days, he said.

Another four-color ad for another $29.95 item was repeated 24

ARTIST

Famous national manufacturer seeks creative Promotion Designer. Familiar with 4 color industrial sales promotion material. Relocate Kentucky. Salary $6-9,000. Contact in confidence . . .
MR. IRVIN GILL,
Manager—Art Placement Dept.

JOBS UNLIMITED
ADVERTISING PERSONNEL SPECIALIST
16 East 50 St., N.Y.C. PL 3-4123
Jerry Fields, Director


America's Largest Young Man's Market
Petersen Automotive Group
1958
YEAR END REPORT TO ADVERTISERS
Over 4,000,000 readers shop in P.A.G. pages
Petersen Automotive Group
See your nearest P.A.G. representative, or write to: PETERSEN PUBLISHING COMPANY
NEW YORK: 17 East 48th Street
CHICAGO: 360 North Michigan Ave.
LOS ANGELES: 5959 Hollywood Blvd.

Lewis McFadden Beatty Loveless Davis Macdonald Worthington Sacks Reimer Tharp Martin Moffett Lubben Nutter

NAEA HUDDLES—*Discussing strategy for the coming "Total Selling" promotions at the Newspaper Advertising Executives Assn. national convention are John Lewis and George McFadden, St. Paul Dispatch and Pioneer Press; Perce Beatty, Maxon Inc.; Ellis Loveless, Virginian-Pilot and Ledger-Dispatch & Star, Norfolk; Seward Davis, New York News; Stewart Macdonald, News-Sun, Waukegan, Ill.; Del Worthington, Cresmer & Woodward; Jack Sacks, Washington Post & Times-Herald; Marv Reimer, Los Angeles Mirror-News; Mel Tharp, Columbus Dispatch; John Martin, Montgomery Ward & Co.; John Moffett, Minneapolis Star and Tribune; Joseph Lubben, Dallas Morning News, and Don Nutter, Independent and Press-Telegram, Long Beach, Cal. The three-day convention topped all previous attendance records.*

times during the past four years and produced a sales total of $62,000, at a space cost of 4%. This ad is repeated every 60 days, Mr. Arthur said.

"It is wasteful folly to advertise a product nationally with a king-size appropriation and not realize fully that the final selling of the product must be done locally, by the local newspaper," Mr. Arthur added.

Dr. Howard D. Hadley, research vp of the BofA, told NAEA members that the BofA currently is preparing a manual entitled "Is Anybody Looking," which will teach newspapers how to conduct a telephone survey for a television broadcast.

With the assistance of a girl and a dummy switchboard, Mr. Hadley demonstrated how the survey could be conducted. He listed key questions to be asked by an interviewer in determining which tv program, if any, was being watched, who the sponsor was, etc.

■ George Lemons, of the *News* and *Record*, Greensboro, N.C., was elected president of NAEA, succeeding Charles B. Lord, *Indianapolis Star* and *News*. Mr. Lord, who was named an NAEA director, was unable to attend the convention because of illness.

Other officers of the organization include Russell W. Young, *Seattle Times*, exec vp; Russell E. Scofield, *Herald-Leader*, Lexington, Ky., 1st vp, and Eric M. Wilson, *Montreal Star*, 2nd vp. Newly elected directors include Ernest W. Doepke, *Patriot* and *News*, Harrisburg, Pa.; Carl M. Gillespie, *Tribune-Democrat*, Johnstown, Pa.; Melvin E. Tharp, *Columbus Dispatch*; Ted E. Stevens, *Courier*, Waterloo, Ia., and Joseph Foltz, *Lansing State Journal*.

■ The following awards were presented during the convention:

• A framed first copy of a brochure with an inscription citing American Motors' "consistent and imaginative use of newspaper advertising" was presented to George Romney, president of American Motors, who was a luncheon speaker at the convention, by Mr. Lipscomb.

• Russ Stewart, vp and general manager, *Chicago Sun-Times*, who also is vice-chairman of BofA, presented a plaque on behalf of U.S. newspapers to Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding. Mr. Cone accepted on behalf of the American Assn. of Advertising Agencies. The plaque praised agency men who "create the ideas that send the readers out to buy . . ."

• NAEA awarded a plaque and a movie camera to Mr. Lord, retiring president. #

ADVERTISING LINEAGE

In 1958, more advertising dollars were invested in *Hot Rod*, *Motor Trend* and *Motor Life* . . . the Big 3 of the P.A.G. . . . than in any other year in Peterson Automotive Group history!

UP 21%

NEW ADVERTISERS

Again last year, more leading advertisers selected America's Largest Young Man's Market—the P.A.G. market. Column at right shows who's who in the P.A.G.

UP 34%

TOTAL CIRCULATION

Despite a downward circulation trend in 1958 among major consumer magazines, P.A.G. scored gains in the first six months—then exceeded this record by 11% in the second six months!

UP 11%

DETROIT: 738 Book Building CLEVELAND: 834 Schofield Building

look
who's who in the
P.A.G.

American Motors Corporation
American Tobacco Company
Bardahl Manufacturing Company
Buick
Catalina, Inc.
Chevrolet
Citroen Cars Corporation
D-A Lubricant Company, Inc.
De Soto
Dodge
E. I. DuPont de Nemours & Co., Inc.
Harley Davidson Motor Company
Heath Company
Kendall Refining Company
Liggett & Myers Tobacco Company
Mercedes-Benz Sales, Inc.
Northrop Aeronautical Institute
Oldsmobile
Opel
Pennsylvania Refining Company
Peugeot, Inc.
Plymouth
Pontiac
Raybestos Division
R. J. Reynolds Tobacco Company
Rootes Motors
Simca
Simoniz Company
Socony Mobil Oil Co., Inc.
Standard-Triumph Motor Company
Stewart-Warner Corporation
Studebaker-Packard Corporation
U. S. Air Force
U. S. Army
Vauxhall
Volkswagen
Wildroot Company
Wynn Oil Company

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
FRanklin 6-6175

Why did Elmer

Tangerman go to Moscow?

Elmer Tangerman is an engineer. He is also the editor of PRODUCT ENGINEERING. His job is to keep his readers informed on what is happening in business, and what it means to executives and engineers.

Last year this responsibility brought him face to face with the fact that much of what is happening in the engineering field is happening in the Soviet Union. So he went to see for himself (as did seven other McGraw-Hill editors, each covering his specific field). Tangerman's findings became a special issue of PRODUCT ENGINEERING devoted to Russian engineering.

He traveled 13,000 miles to get this information. Yet this is only a fraction of the more than 3,000,000 miles logged by our editors every year in covering, following up and interpreting the business news as it happens.

Back at the home office, you can find these same editors meeting in workshop sessions, comparing notes, techniques, ideas. This cross-fertilization process gives to the reader the most professional, up-to-date and accurate editorial coverage and presentation available anywhere in industry, written in the reader's language and directed to his specific needs.

These are some of the reasons why over one million men—your most important customers in business and industry—pay to read one or more of our 39 business publications. And they are good examples of the common bond that unites our readers and our editors alike: the never-ending search for useful knowledge, which may lead anywhere from your office to Moscow.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

HE SELLS EVERYTHING . . .

To the Farm Market!

He runs the Farm Store . . . a rural supermarket serving a $22 billion market. He's one of 30,000 who sell practically *everything* the farmer needs to buy.

He's the man *Farm Store Merchandising* was made for.

For complete facts and figures, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

1,500,000 Send Dimes for Ford Buyer's Digest

(Continued from Page 2)

about the time the new models were appearing, with a direct mailing in October that totaled some 10,000,000 names. These came from O. E. McIntyre Inc., direct mail company. A selection from residential communities, mainly suburban, was weighted to take into consideration dealership locations.

■ The first response was plentiful, as the mailing offered, for a dime, a booklet packed with non-commercial information, "crammed with money saving facts and figures never before published," with "25 articles to give you information you need before you invest in any 1959 car."

Titles of the articles are interesting. "The Inside Story of When You Can Use Regular Gas," "Don't Drain Away Money with Too-Frequent Oil Changes," "A Women's Guide to What's Under the Hood, or, Do You Know a Dipstick from a Lipstick?"

The booklet is the combined output of independent writers, Ford division's own writing staff, and that of "Ford Times," one of the most widely known auto industry house magazines.

First flood of requests depleted the original printing so rapidly that thousands of postcards went out apologizing for delay. In about six weeks, with first requests refilled, Ford fired the other barrel with a gatefold ad in *Reader's Digest*.

A tally report this week showed 1,500,000 requests have been received.

■ Ford isn't saying how far or in what direction it is going from here, or what use it is making in a secondary way of the names gained through the first two invitations to send in a dime. One person who sent in his dime in October, however, got his book in November, and reported he is getting quite a bit of other Ford literature since. He wasn't getting much before.

Some eyebrows were raised among rival auto merchandisers and admen when Ford offered to *sell* a piece of its advertising material for 10¢. Ford since has reported an offer from a national newsstand distributing organization to provide a different cover on the book and place it on public sale for $1. Ford has declined, but is not averse to talking about the compliment.

The booklet was the main responsibility of Lee A. Iacocca, the division's marketing manager, under Walter Cooper, general sales manager. The formulation period of the booklet, from first concept to first distribution, was almost a year. ≠

GMC Shifts into OPERATION "HIGH GEAR"

Big things are happening at GMC Truck & Coach . . . where a sweeping engineering, design and quality-control program is bringing the greatest money-making, money-saving advances in trucks today!

This huge plant, one of three General Motors divisions in Pontiac, is the world's largest exclusive manufacturers of trucks and coaches. It is an important factor in stabilizing employment in this market and along with Pontiac and Fisher Body is a heavy contributor to the city's $160,000,000 annual industrial payrolls and remarkable population increases.

The Pontiac Press is fully abreast of the growth with net paid in excess of 58,000 daily, one of the top circulations in Michigan. . . . 97.4% home delivered!

From ½ ton to 45-ton
General Motors leads the way!

Over 74% of Pontiac Press homes take no other daily newspaper.

THE PONTIAC PRESS
PONTIAC, MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit,
Doyle and Hawley, San Francisco and Los Angeles

New Research Service to Test Dailies' Color Ads

(Continued from Page 3)

Advertisers and agencies will get the service free. Participating newspapers will pay a flat fee of $2,500. The survey would be based on 800 interviews (*i.e.*, 20 cities times 40 interviews in each).

Carl Nelson, head of Publication Research, says that subscribing newspapers may buy an expanded local sample to check local results for retail advertising. For two interviews of 150 each, the additional cost would be $450 for any one study and include all the retail color ads running on the survey day.

■ Initially the study is limited to food days. It will start either March 19 or 20. Advertisers will be told initially only about the results of their own advertisements, although later they will be given "high, low and median" information on the classification in which the advertiser falls. Publishers are asked "not to give out any competitive ad results."

Advertisers are permitted one "closed-end" question of their own choosing on the questionnaire. They get a report, drawn from a survey made the day following the insertion, (1) of readership of the advertisement, (2) of housewives, divided by age groups, socio-economic groups, and (3) of whether they use or have the product. Then, five days after the insertion, a similar study of housewives, broken down in the same way, and asking whether any purchases of the product have been made since the insertion date.

■ At the moment, Mr. Nelson says, the participating newspapers are: *Boston Globe, Chicago Sun-Times, Columbus Dispatch, Houston Chronicle, Long Beach Press-Telegram, Milwaukee Journal, Oklahoma City Oklahoman, Philadelphia Bulletin, San Jose Mercury & News, St. Paul Dispatch, St. Louis Post-Dispatch,* and the *Washington Post & Times-Herald.*

Henri, Hurst Names Two VPs

Graeme W. Stewart and Donald L. Cuttie, account executives at Henri, Hurst & McDonald, Chicago, have been named vps.

THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

This is the way young Chicago today hurries downtown, makes plane connections, gets around in the world. It is a scene undreamed of just a decade ago. It is one of the great things happening here.

The helicopter churning over skyscraper and suburb is but one of the changes you see all about you in Chicago. The profile of the city has altered, with shining new structures giving new dimension to our skyline. A pattern of new toll roads and expressways is literally changing our way of going in and around the city. New shopping centers arise. Chicago stays dynamic and young—it still grows.

That same spirit is imprinted upon this page. You are looking at color reproduced as it could not have been done short years ago. This paper has come from the newest and finest presses. And it came from the newest and finest major newspaper plant in the country. This plant and this newspaper are, proudly, part of a changing and growing community.

The Sun-Times is the only metropolitan newspaper to start from scratch and grow to greatness in modern times. It happened in Chicago as part of this city's growth and progress. It continues to happen every day, each edition. For the Sun-Times is this city's young and dynamic, colorful and exciting newspaper.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!

Tenth in a series

Rosberg Hits Most Business Paper Research as 'Completely Unobjective'

Data Growing More Important, Buchen Co. Research VP Warns

CHICAGO, Jan. 20—An agency research executive today was sharply critical of the bulk of research efforts by business publications as "completely lacking in objectivity" and "cheap." And the day is coming, he warned, when agencies won't even listen to presentations based on such work.

The warning came from J. Wesley Rosberg, research vp of Buchen Co., Chicago. He led a trio of Buchen researchers who talked to the t.f. Club of Chicago here yesterday.

"As a research man, I am completely disgusted with the quality and the nature of much of the research that you do," Mr. Rosberg told the club. "It is cheap, in the sense that it serves as the base for vicious selling practices; cheap in the sense that it is poorly and inexpensively done, without taking advantage of many of the forward strides made in good research practice these past years.

■ "From my experience," he said, "there isn't one in 1,000 pieces of research done by trade publications that could pass muster with the technical committee of the Advertising Research Foundation. While I'll grant you their [ARF's] standards are tough, they are justifiably so.

"By the same token," he added, "the publisher's man who takes out a piece of research that has ARF approval can do it with pride and with confidence that it will be almost universally accepted as good, objective research."

Two developments are taking place in agencies these days, Mr. Rosberg continued, that portend closer scrutiny of trade paper research work by agency researchers. These, he said, are the merger trend and the growing acceptance of the total marketing concept. Both of these, he said, spell out a broadening scope of services that agencies will offer their clients. And outstanding among these is greater help on research and marketing, he added.

■ "If you are going to work with more and more agency research departments in the future," he cautioned, "you're definitely going to have to step up the quality of your research, because more and more you're going to find that agencies will refuse to let you make presentations based on research until those presentations have passed muster with the [agencies'] research departments.

"I know that some of your publishers are starting to think about better research," Mr. Rosberg acknowledged. But, he added, "There aren't enough of them thinking this way, and your rate of progress is too slow."

Later, in response to a question from the floor, Mr. Rosberg urged business paper publishers to check their research proposals with ARF's technical committee for its counsel. This would help assure useful results, he said.

■ A specific field of research that badly needs cultivation, according to Buchen's psychological research director, Dr. Jack N. Peterman, are studies that go beyond reader influence on purchasing and "define the personal needs, desires and interests of each of these categories of people."

The kind of results such research can produce, Dr. Peterman said, is indicated in a limited study of industrial purchasing reactions made a few years ago by Buchen. It indicated specific kinds of personal satisfaction top management people derived from capital equipment purchases and those they derived from component equipment purchases. Similar figures were tallied for engineers.

The conclusions were that top management people derived their greatest satisfaction in capital equipment purchases from the productive effectiveness of the equipment. Engineers, on the other hand, were gratified by the evidence of their own professional engineering competence provided by the equipment purchases.

Purchased component equipment, meanwhile, satisfied top management most if its cost was low, while for engineers the components were satisfactory to the extent they represented a solution to a problem.

■ George A. Karl, Buchen's market research director, gave the t.f. Club these general tips on their dealings with agency research departments:

• Find out the actual function the research department plays in each agency you deal with. It's important to understand, he said, whether the department is involved with media selection or not.

"There is nothing that can irritate me more," he said, "than to receive, in answer to a sincere request for market information, a folksy letter, the latest rate card and audit statement and a copy of the latest promotion piece."

• Realize that agency research departments are almost always go-betweens. "Any 'rush' on questions we ask you was placed there before we *got* the job. So please be patient with us," he asked.

• Anticipate the researcher's questions as much as possible. Examples: "How many air compressors in the mining field? How many drills in the petroleum field? How much floor wax is used by hospitals? How are we to know," Mr. Karl asked, "if your market is primary, secondary or even tertiary to our clients, if you can't tell us?" #

Johnson & Johnson Contest Set

Johnson & Johnson has scheduled a consumer contest designed to promote its new Cotton Buds swabs. The contest, requiring entrants to complete a rhyme, offers more than 780 prizes including trips to Paris, Rome and Madrid, via jets. The company is backing its "Jet Jamboree" with a $135,000 magazine and network tv campaign including page ads during March in *Life* and *Parents' Magazine*. Point of purchase display materials and prizes for retailers will back up the promotion, which runs from Feb. 1 to May 17. Young & Rubicam, New York, is the agency.

'Dun's Review' Boosts Krom

John M. Krom, formerly on the Chicago staff of *Dun's Review & Modern Industry*, has been promoted to western sales manager, with headquarters in Chicago.

How business leaders put Nation's Business to work!

On the opposite page are typical uses of the 506,329 editorial reprints purchased by 26,806 business leaders the past 12 months. These owner-executives have an owner's interest, an owner's stake, an owner's authority to take action. Pre-sell them and your salesmen's time becomes more productive.

Nation's Business carries your advertising to more potential buyers! Of 750,000 subscribers (all in business and industry), 550,000 are the presidents, owners or partners of their firms. Here is broad coverage of all markets—the largest corporations, plus those vitally important medium-sized companies on the way up. This is the largest concentration of ownership-motivated executives . . . the men your salesmen have to sell . . . available to you today.

Steve B. Smith Adds Three

Steve B. Smith & Associates, Indianapolis, has been appointed to handle advertising for Precision Homes, Indianapolis, builder of pre-fabricated houses; Splendor Corp., New Castle, Ind., manufacturer of Splen-Door, a metal folding door, and Trojan Products Corp., also Indianapolis, manufacturer of the Trojan aluminum saw horse and other metal specialties.

Armstrong Named Group Head

Lyn Armstrong, *Waco News-Tribune*, has been elected president of the Texas Newspaper Advertising Managers Assn. Other officers elected are Eugene L. Lemcoe, *Houston Post*, vp; Jack Scott, *Port Arthur News*, sergeant-at-arms, and Jack Campbell, *Fort Worth Star-Telegram*, secretary, a permanent post.

Forgotten Something? It's Time to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U. S. and Canada, requesting 1958 billings information for ADVERTISING AGE's 15th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 430 agencies, including all agencies billing $5,000,000 or more in 1957.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

Frost Joins Needham, N.Y.

Victor P. Frost has joined the New York staff of Needham, Louis & Brorby as an art director. He was formerly with Young & Rubicam.

'Washington Post' to Gamble

The *Washington Post & Times Herald* has appointed Robert M. Gamble Jr. Inc., Washington, to handle its advertising for 1959.

ARTHUR A. BAILEY, *a senior vp and a director of Foote, Cone & Belding, has been named to head the company's four western offices. The post has been vacant since the retirement of Roy Campbell early in 1958 (AA, March, '58).*

Galbraith Hits San Francisco's Outdoor Rule Plan

SAN FRANCISCO, Jan. 20—The city planning commission has unanimously recommended a ban on all outdoor advertising signs along the three new freeways now under construction in the area.

The commission suggested but one exception; identifying signs would be permitted on buildings, giving the names of the occupants and the types of business conducted. Such signs would be limited in height to the roofline of each building.

Signs bearing advertising would be forbidden if they were "maintained primarily to be viewed from the freeway" or if they were within 200' of the freeway and visible from it.

■ The proposal was immediately protested by Don Galbraith, of Foster & Kleiser Co., who said the industry recommends permitting advertising signs along the freeway "if they are on the sides of buildings or on roof tops in front of higher structures, so that they do not block a view."

Mr. Galbraith also asked that the outdoor industry be permitted a period of three years before being compelled to take down existing signs that conflict with the proposed new city ordinance.

The planning commission, however, is recommending that such signs be removed within one year from the effective date of the ordinance, which must first be approved by the San Francisco board of supervisors.

CALIFORNIA GETS BILL RESTRICTING OUTDOOR

SACRAMENTO, Jan. 20—Legislation to restrict outdoor advertising signs on California freeways has been introduced in the opening sessions of the state legislature by Sens. John F. McCarthy and Fred S. Farr.

Sen. McCarthy's bill would ban most outdoor ad signs on freeways, expressways and scenic highways, except in incorporated areas or in commercial or industrial zones. Under his legislation, local businesses would be permitted to advertise on their own premises and to have one advance sign for each direction of traffic within 12 miles of the business site.

Mr. Farr's bill is similar in intent. #

Gerth, Brown Adds Two

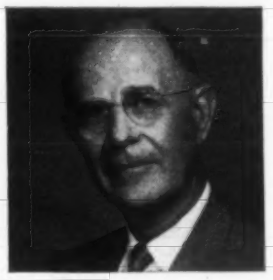
Gerth, Brown, Clark & Elkus, Sacramento, Cal., has been appointed to handle advertising for Tektron Instrument Co., Sacramento, maker of electronic instruments and heating units, and Yuba City Steel Co., Yuba City, Cal., maker of Pal-A-Bin, Pal-A-Flo and Pal-A-Newter steel boxes for farm products. Trade publications and direct mail will be used for Tektron; western farm publications and newspapers will be used for Yuba.

FTC Cites Grand Union

The Federal Trade Commission has issued a complaint charging that Grand Union Co., Paterson, N. J., misleads the public by listing margarine under the "dairy department" in its newspaper ads. The commission contended the ad gives the impression that margarine is a dairy product.

Robert J. Mailhouse
President
The Plymouth Electric Company

"We give reprints of your articles to our executives and prospective executives, to stimulate them to improve their viewpoint and better their usefulness in their contacts with other employees, and with our customers."



F. I. Fairman
President
Kentucky Utilities Company

"I sent this note to our division managers: 'I hope you will find this Nation's Business article, "Make Criticism Work for You," as informative as I did and that it will be helpful to you in a managerial capacity.'"

M. E. Snoddy
President
Texas Lawn Sprinkler Co., Inc.

"Your editorials are timely for our self-improvement program instituted to improve management skills. They help make the efforts effective in cutting costs, increasing profits, expanding sales, improving personnel relations."

R. J. Matheison
Division Manager, Produce Div.
Safeway Stores Inc.

"I requisition additional copies of your especially interesting editorials and articles for the managers of our company's 16 plants. They in turn requisition additional copies of Nation's Business articles for their branch managers."

B. D. Maddox
Vice President & General Mgr.
Keller Tool Division
Gardner-Denver Company

"We use your reprints for distribution among and discussion with our top executives. They offer effective coverage of phases of our operations with which we are particularly concerned."

C. Scott Akers
Vice President
and General Sales Manager
Akers Motor Lines, Inc.

"Nation's Business, in my opinion, is a most outstanding publication for the business man. I enjoy reading your exceptionally good articles and derive a great benefit from them."

F. H. Meendsen
Vice President, Marketing
Union Bag-Camp Paper Corp.

"Your articles are stimulating when applicable to specific problems at our seminars conducted for management groups, salesmen, district sales managers, research and product development personnel."

J. B. Churton
President
Banks-Miller Supply Company

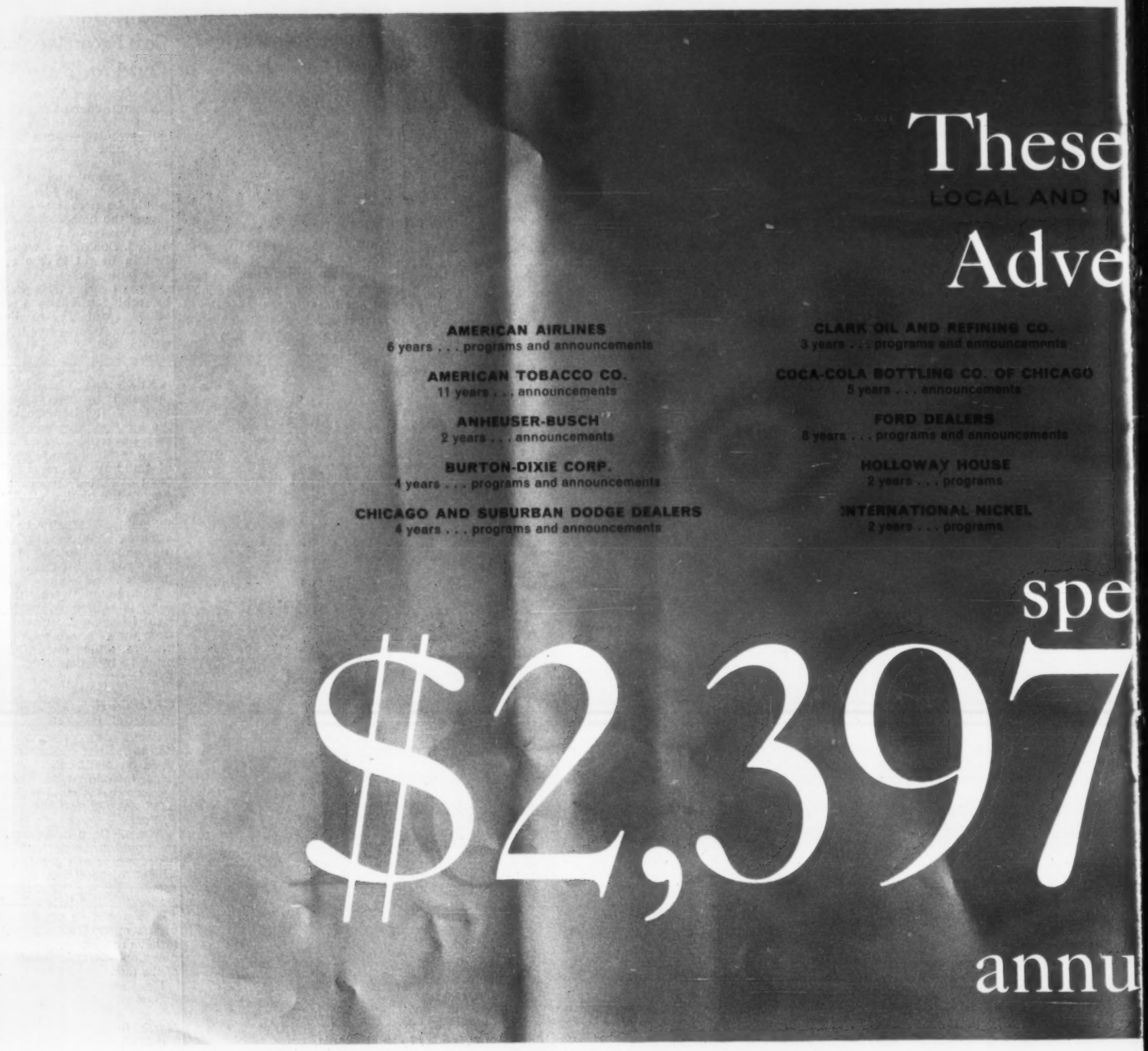
"I make use of your reprints in putting together a file of general information and procedure for our department heads to use. They help us to approach many of our operating problems on a discussion basis."

More than 750,000 circulation, ABC . . . 10% executives of business-members of the National Chamber of Commerce and 90% other business and industrial leaders.

ADVERTISING GAIN...23.5% gain in ad pages for the first two months of 1959

ACTION IN BUSINESS
results when you advertise to business and industry in
NATION'S BUSINESS

Walter E. Barber Co.
NEW YORK · CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253


These
LOCAL AND N
Adve
AMERICAN AIRLINES
6 years . . . programs and announcements
AMERICAN TOBACCO CO.
11 years . . . announcements
ANHEUSER-BUSCH
2 years . . . announcements
BURTON-DIXIE CORP.
4 years . . . programs and announcements
CHICAGO AND SUBURBAN DODGE DEALERS
4 years . . . programs and announcements
CLARK OIL AND REFINING CO.
3 years . . . programs and announcements
COCA-COLA BOTTLING CO. OF CHICAGO
5 years . . . announcements
FORD DEALERS
8 years . . . programs and announcements
HOLLOWAY HOUSE
2 years . . . programs
NTERNATIONAL NICKEL
2 years . . . programs
spe
$2,397
annu

WBBM

For 36 years, the most honored and most
sponsored station in the nation's
SECOND MARKET.

20 Top
ATIONAL SPOT
rtisers

JOS. SCHLITZ BREWING CO.
5 years . . . programs and announcements

MANOR HOUSE COFFEE
2 years . . . announcements

METROPOLITAN LIFE INS. CO.
12 years . . . programs

MORRIS B. SACHS
6 years . . . programs and announcements

PETER HAND BREWERY
1 year . . . programs

R. J. REYNOLDS TOBACCO CO.
12 years . . . announcements

STANDARD BRANDS
1 year . . . announcements

STANDARD OIL CO. (INDIANA)
14 years . . . programs and announcements

TEXAS COMPANY
4 years . . . programs and announcements

UNITED AIR LINES
5 years . . . programs and announcements

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,906.51
ally on
RADIO

LIVE showmanship and LIVE salesmanship
attract the finest local and national
spot advertisers in Chicago to

WBBM RADIO *Chicago's Showmanship Station*
Call Bill Connelly—WHitehall 4-6000 or CBS Radio Spot Sales

Sabena (1,000,000 Passengers in '58) Sets U.S. Campaign

Sabena Belgian World Airlines will use magazines, newspapers and radio in a campaign set for the first half of 1959. The theme of the drive will be: "See *more* of Europe the *new* SABENA way." Sabena will run six full pages, plus six extra columns, in *Life*, three b&w pages in *Coronet* and six pages in *Social Spectactor*. Thousand-line ads will run in Sunday travel sections of newspapers and a radio drive will begin Jan. 26 in 22 cities, using a minimum of two spots a day, five days a week for 13 weeks.

All ads will stress the role of the travel agent and the campaign will also include four-page inserts in each issue of *ASTA Travel News, Interline Reporter, Travel Agent* and *Travel Trade*. Sabena's agency is the Marschalk & Pratt division of McCann-Erickson. The Belgian airline carried 1,000,000 passengers in 1958, an increase of 300,000 over 1957.

Enterprise Promotes Popp

Jack Popp, production supervisor of Enterprise Paint Mfg. Co., Chicago, has been promoted to advertising manager, serving under Harley Hobbs, advertising director. Prior to joining Enterprise in February, 1958, Mr. Popp was an account executive with Keyes, Madden & Jones.

'Polio Living' Changes Name

Polio Living, a quarterly going to handicapped people and their families, published by Polio Living Inc., Bloomington, Ill., has changed its name to *Accent on Living*.

OFFICE BOY—*John Maxwell, normally president of Maxwell Associates, was named "office boy" for one day at his agency. Here he congratulates the one-day "chairman of the board," Mrs. Peggy Hartwell, normally a secretary.*

Steno Is Agency Head, President Office Boy: It's Switcheroo Day at Maxwell Associates

PHILADELPHIA, Jan. 20—For one day things got all switched around at Maxwell Associates.

Following an "election," with all the trimmings of a closed voting booth, advance campaigning, etc., John Maxwell, president, became an office boy, and William Maxwell, vp, became chief office boy.

When the votes were tallied, Robert J. Boyle, ordinarily a copywriter, announced "news flashes" via the office public address system. Each brought cheers for the winners.

While everyone had fun in carrying out the program, there were serious thoughts behind it.

■ John and Bill Maxwell, founders of the agency now in its second year, felt that this plan would give employes an idea of the problems of top executives.

Even in the spirit of fun, the results are considered excellent because the "elected" officers actually took over all details and paper work (signing checks was excepted) for several hours.

Following the turnabout day, the Maxwells feted the entire staff at dinner in honor of the second anniversary.

■ In the course of the day Peggy Hartwell, a secretary, served as chairman of the board; Barbara Casey, also a secretary, was president.

Mimi Stokes, a secretary, was elected exec vp in charge of vps; Joan Robinson, receptionist, was named treasurer. Vilma Milici, of the media department, was named senior vp in charge of account executives, and Phyllis Custer, treasurer, was elected vp in charge of copy.

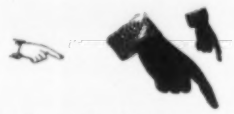
■ Richard Collins, of the account department, was named vp in charge of media; Maureen Evans, a clerk, was named vp in charge of art direction; Mary Jameson, a bookkeeper, vp of photography. Robert Lewis, of the art department, was vp in charge of motivation research; Austin O'Brien, contact, was vp in charge of radio-tv broadcasting, and Iola Everhart, bookkeeping, was vp in charge of merchandising.

Thayer Russell, copywriter, was vp in charge of traffic; Reuel Sides, art director, was vp in charge of subliminal advertising, and Ruth Sutton, media, became receptionist.

Matt Lynch, art director, was elected most likely to succeed. #

Gregory & Co. Adds Three

Willard G. Gregory & Co., a Los Angeles agency, has been appointed to handle three accounts: Good & Co., housewares and gift manufacturer; Globe Ticket Co., maker of tabular card systems for punch card operations, and Irving G. King Co., materials handling equipment manufacturer.



If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

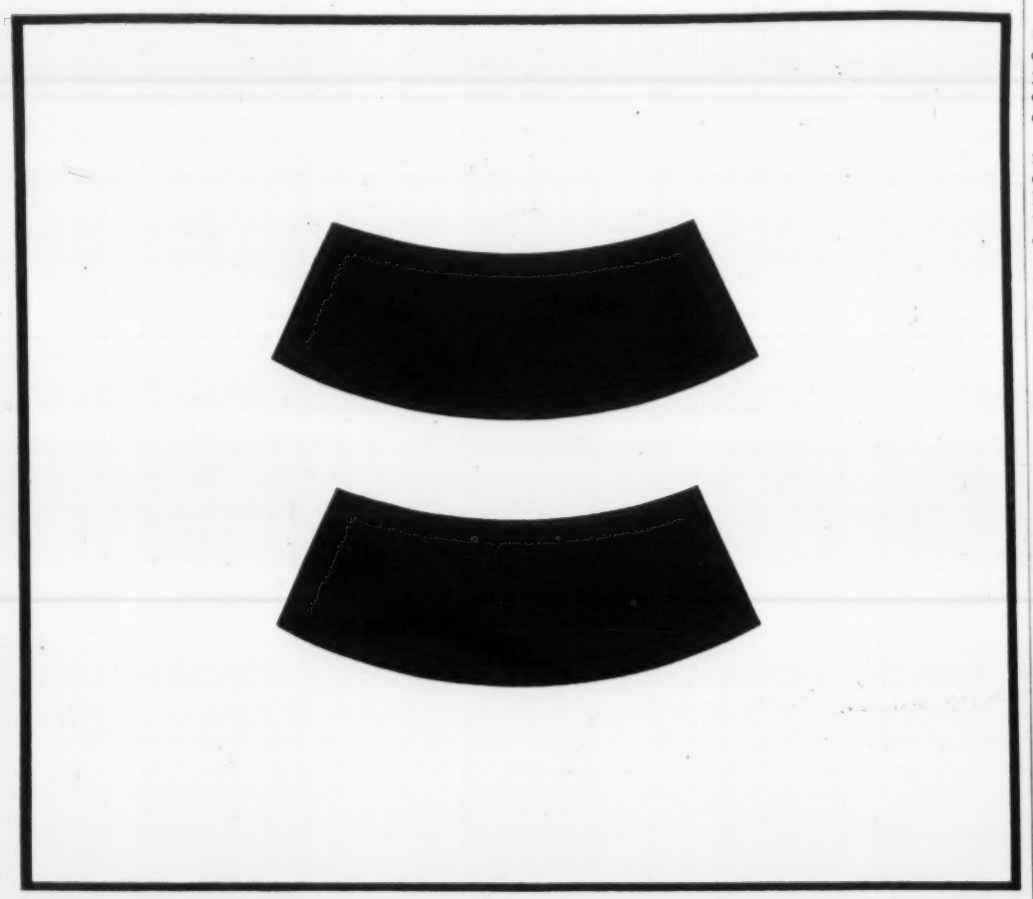
This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*

SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS

4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES



Some things are bigger than you think

METROPOLITAN PEORIA AREA

IS BIGGER THAN:

QUAD CITIES	EVANSVILLE, IND.
DULUTH-SUPERIOR	MADISON, WIS.
DES MOINES, IA.	ROCKFORD, ILL.
SOUTH BEND, IND.	SPRINGFIELD, ILL.

— in fact, *any* market up to a million population in Illinois, Iowa, Minnesota, Missouri or Wisconsin — and Peoria Journal Star is the ONE newspaper that covers Peoria's 13-county, BILLION DOLLAR MARKET.

Peoria Journal Star

Ward-Griffith Co., National Reps.

NAMES YOU KNOW . . . MEAN PAYROLL DOUGH!

One of the reasons Tulsa is consistently at the top in per capita income, is the fact it is the "home office" for many of the leading oil companies of the world Steady payrolls . . . high payrolls . . . responsive to your selling efforts! Remember, you're not "in" Oklahoma, unless you're in Tulsa!

For More Business, Use the Oil Capital Newspapers

TULSA WORLD **TULSA TRIBUNE**

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

What Hearst Plans for POPULAR MECHANICS

For more than half a century, POPULAR MECHANICS has been edited for the American male who is curious about the mechanics of the world he lives in.

. . . It will continue to be so edited.

POPULAR MECHANICS leads a fast-growing field both in circulation and advertising—against sturdy competition.

. . . We shall keep it that way.

POPULAR MECHANICS has earned a reader loyalty and enjoys a reader response rarely seen in any medium.

. . . We shall do our best to strengthen that loyalty and expand that response.

World wide interest in the mechanics of modern living, led most logically to the establishing of our five lusty foreign editions.

. . . We expect to keep them. And there will be others added.

We believe the same editorial and advertising staff, with the employment of the resources and ingenuity of the Hearst organization, will generate even greater achievements editorially, and will produce greater values for advertisers.

PUTS M MEN IN MOTION

POPULAR MECHANICS MAGAZINE

200 East Ontario - Chicago

Lowest cost per thousand and only 12 issues a year means your ad dollars go farther in Proceedings!

Here's a coverage of a market at a rate that remembers you—a page 12 times a year costs only $8.58 a thousand in *Proceedings of the IRE*. You are guaranteed no rate increase in 1959. And 12 insertions is all that's needed to be in every well-read issue!

Circulation, highest ever and gaining, is 56,829 (ABC) plus a bonus of 13,038 students. Proceedings is one of those rare values where the best costs you less. Be sure you're in the next issue by calling:

THE INSTITUTE OF RADIO ENGINEERS **Proceedings of the IRE**

Adv. Dept. 72 W. 45th St., New York 36, N. Y. MU 2-6606 • Chicago • Los Angeles • San Francisco

IN 1958

18% CIRCULATION GROWTH

42% AD REVENUE GROWTH

the *NEW*

Today's Health

the magazine featuring positive living for the American family

The NEW Today's Health . . . new format . . . new editor . . . new editorial policy that interprets health as positive living through better food and housing, more enjoyable leisure, and other activities that make for enriched living.

The NEW Today's Health is a dynamic, growing magazine that sells consumer products. Write for information on the NEW Today's Health story.

Today's Health published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Illinois

Getting Personal

Down in Montevideo, Uruguay, recently, **Shirley F. Woodell,** J. Walter Thompson vp, could have been observed dashing about his hotel lobby sans trousers. Mr. Woodell, returning to his hotel room from a business appointment, had taken off his trousers to preserve the press, when an explosion blasted through the hotel, obliterating much of his room. He half-blew, half-ran out into the hall, and not waiting to dress for the occasion, tore down to the lobby where about 150 people were excitedly milling about. Mr. Woodell's pantless plight added to the general scene of pandemonium until someone proffered him a raincoat . . .

Samm Sinclair Baker, on Donahue & Coe's exec staff, has been signed by Doubleday & Co. to write an idea book for advertising, business and industry. Samm, who has been in the ad business for over 25 years, has also written the Bantam Book, "Miracle Gardening," as well as several mystery books . . .

Thomas R. Chadwick, vp at Henri, Hurst & McDonald, Chicago, Jan. 3 announced a new "account," Timothy Hugh Chadwick, with a billing of 7 lb., 13 oz. . . **Marvin Mann,** vp at Edward H. Weiss & Co., Chicago, has a new granddaughter, Julie . . .

Blaze Spitzer Rohrabaugh Sirota

PHOTOBUGS—*C. M. Rohrabaugh, president of Kudner Agency, New York, presents awards to the three first-prize winners in the agency's sixth annual photographic contest. Ed Spitzer, merchandising vp, won first honors in the color print division; Frank Blaze, art director, walked off with both first and third prizes in color slides; Max Sirota, art director, won in the b&w division.*

Wedding bells will ring Feb. 12 for **Janet R. Bernstein,** Foote, Cone & Belding copywriter and daughter of **S. R. Bernstein,** AA editorial director, and **Charles Wingis** of the editorial staff of *Intelligencer-Journal,* Lancaster, Pa. . .

Harry A. Batten, board chairman of N. W. Ayer & Son, Philadelphia, has received an award of merit from the Colonial Philadelphia Historical Society for his support of "colonial Philadelphia." He was cited in particular for his efforts toward removal of the Old Dock St. markets and setting up the new food distribution center . . .

Arthur H. Mohrhusen is back at his desk in Baltimore directing marketing of Bruning Bros. paints, following hospitalization and a rest at his home in Boca Raton . . . At the 47th anniversary party for Gillham Advertising, Salt Lake City, eight staffers were honored for serving a total of 190 years with the agency. Included were **Marion C. Nelson,** president, who has been with the company 38 years; **Jay Tipton,** vp, 33 years; **Lon Richardson,** vp, and **Dan Leahy,** artist, both 27 years; **Clair Lindgren,** artist, 20 years; **J. R. Furner,** production manager, 19 years; **Esther Cook,** space buyer, 14 years; and **R. F. Rohlfing,** vp, 12 years . . .

Procter & Gamble, a name that's misspelled frequently in the U. S., ran into the same *Proctor* trouble in Canada. There the soap-maker, according to the yarn told by President **W. E. Williams,** halted the run of error by pasting the following legend to the typewriters of all secretaries: "You spell it —ER, dammit!" . . .

Don't get into a legal argument with **Joanne Rogozinski,** telephone operator in the Chicago office of Marsteller, Rickard, Gebhardt & Reed—she's just passed the Illinois state bar examinations and has been admitted to practice before the Illinois bar. She's had a part-time job with the agency ever since her freshman year in college, and hopes to enter into general practice soon . . .

Diana Umland and Charles Guild will be married in June in Burlingame, Cal. Father of the bride is **Gene Umland,** former president of Umland-Eastman-Becker. Father of the groom is **Walt Guild,** head of Guild, Bascom & Bonfigli . . . **George J. Hecht,** publisher of *Parents' Magazine,* and Mrs. Hecht left Jan. 20 on an extended safari through Uganda, Kenya, Rhodesia, Union of South Africa, Mozambique, the Belgian Congo and French Equatorial Africa . . . **Benedict Gimbel Jr.,** president and general manager of WIP-Radio, has been appointed to the child welfare advisory board in Philadelphia . . .

Two new Chamber of Commerce presidents: **Gaines Kelley,** manager of KFMY-TV, Greensboro, N. C., and **Hierome L. Opie Jr.,** general manager of the Leader Papers, Staunton, Va. . . **Wilbur Randall,** president of the Randall Co., Hartford agency, is back at work following an operation . . .

Peters, Griffin, Woodward, station representative, has presented "Colonel of the Year" awards to two of its staffers: **Robert H. Teter,** vp and director of radio, has been named "Radio Colonel," while **John B. Sias,** vp, was named "Television Colonel" . . .

Lou DeMarco, on the New York sales staff of ADVERTISING AGE, and wife Mary are the parents of their third child in three and a half years. Their first daughter, Maura, was born Jan. 11 . . . Elizabeth Ackerly is engaged to John Fawcett, son of **Roger K. Fawcett,** vp and general manager of Fawcett Publications . . .

The San Francisco Chronicle

is proud to announce

the greatest

daily circulation gain

of any newspaper

in the

United States

LEADERS IN THE NATION:

San Francisco Chronicle	**gained**	**31,029**
New York Times	**gained**	**29,602**
Philadelphia News	**gained**	**15,417**
Los Angeles Times	**gained**	**12,293**

...AND IN SAN FRANCISCO:

The Chronicle	**gained**	**31,029**
The Examiner	**gained**	**2,972**
The Call-Bulletin	**lost**	**865**
The News	**lost**	**1,751**

SUNDAY CIRCULATION:

The Chronicle	**gained**	**24,219**
The Examiner	**lost**	**14,289**

Source: ABC Publisher's Statements for periods ending Sept. 30, 1957, '58
as compiled by Standard Rate and Data Service, excluding merged newspapers.

Club Pours Water on Plan to Push Liquor to Women

SYRACUSE, Jan. 20—The strong hand of the woman has risen against the soft hand of the woman-reaching-for-a-drink.

Promotion of the use of liquor by women—through ads—has been blasted by the Syracuse Federation of Women's Clubs. The group intends to pour cold water on the efforts of a distiller who wants more glasses in delicate hands.

The local campaign has been sparked by a national directive by Miss Chloe Gifford, president of the General Federation of Women's Clubs, urging its members to fight any women-slanted programs adopted by the liquor industry.

■ The directive, Washington headquarters of the federation explained to ADVERTISING AGE, stems generally from the federation's policy in favor of sobriety. Apparently its issuance earlier this month was pursuant to Miss Gifford's interpretation of this policy.

"It is my hope," Miss Gifford said, "that no club will open its program to women representing distillers. Announcements such as this, with a view to increasing the number of women drinkers, should be the concern of each and every one of us.

"The general federation has always recognized that the American way of life has its source in the home and that the moral and spiritual strength of the nation radiates from the home. To make drink attractive to men, young people, and now women, through advertisements, television and the movies will only cause distress and degradation."

■ The issuance of the directive appears to be in response to the announcement late last year by Schenley that it was setting up a group of five saleswomen to operate as a mobile sales crew, calling on retailers, in the company of distributor representatives, to suggest drink promotions and also to address women's groups and provide hints for entertainment.

The promotion was originally confined to Samovar vodka, but it was later broadened to include other Schenley brands. The part about women's groups originally was not contemplated but was added at a later stage.

Seagram also has a woman promoter, Betty Murray, who is available for talks on the uses of liquor in recipes.

■ "The voice of federation women will rise in protest," Mrs. John R. Coburn, local federation president, thundered. "We will unite in abhorrence of any such type of programming."

"We would be shocked," she continued, "to show any cooperation with the distillers—we'll have no part in promoting the use of alcohol. No right-thinking woman would help in promoting its use."

■ The Women's Assn. of the Alcoholic Beverage Industries reportedly frowns on the current development, and it is felt in the field that Schenley and Seagram probably will call off their activities for the present. #

Western Gains Two

Calumet Steel division of Borg-Warner Corp. has appointed Western Advertising Agency, Chicago, to handle its advertising. Rogers & Smith, Chicago, previously had the account. Western has also been appointed the agency for Solar Permanent Co. division of U.S. Industries. Solar Permanent, Melrose Park, Ill., makes Milk Minder bulk milk coolers.

Stoetzel Gets Weatherhead Unit

Stoetzel & Associates, Chicago, has been appointed to handle advertising for the industrial division of Weatherhead Co., Fort Wayne, Ind., manufacturer of industrial fittings, hose assemblies and allied products. Willis S. Martin Co. formerly handled the industrial division.

New Jersey's most VERSATILE advertising agency
KEYES, MARTIN & CO.
marketing · advertising · public relations
80 MORRIS AVE. SPRINGFIELD
DREXEL 6-7300

AGENCY AD—*Keyes, Martin & Co., Springfield, N. J., is using this bulletin to promote its advertising, marketing and pr services. The outdoor ad appears on a highway site in Hillside, N. J.*

APRA Announces Contest

The American Public Relations Assn., 1010 Vermont Ave., N.W., Washington, has released materials about its 15th annual Silver Anvil Awards competition, designed to honor achievement in the field of public relations. Copies of the rules and entry forms are available from the association.

Four A's Elects Winston

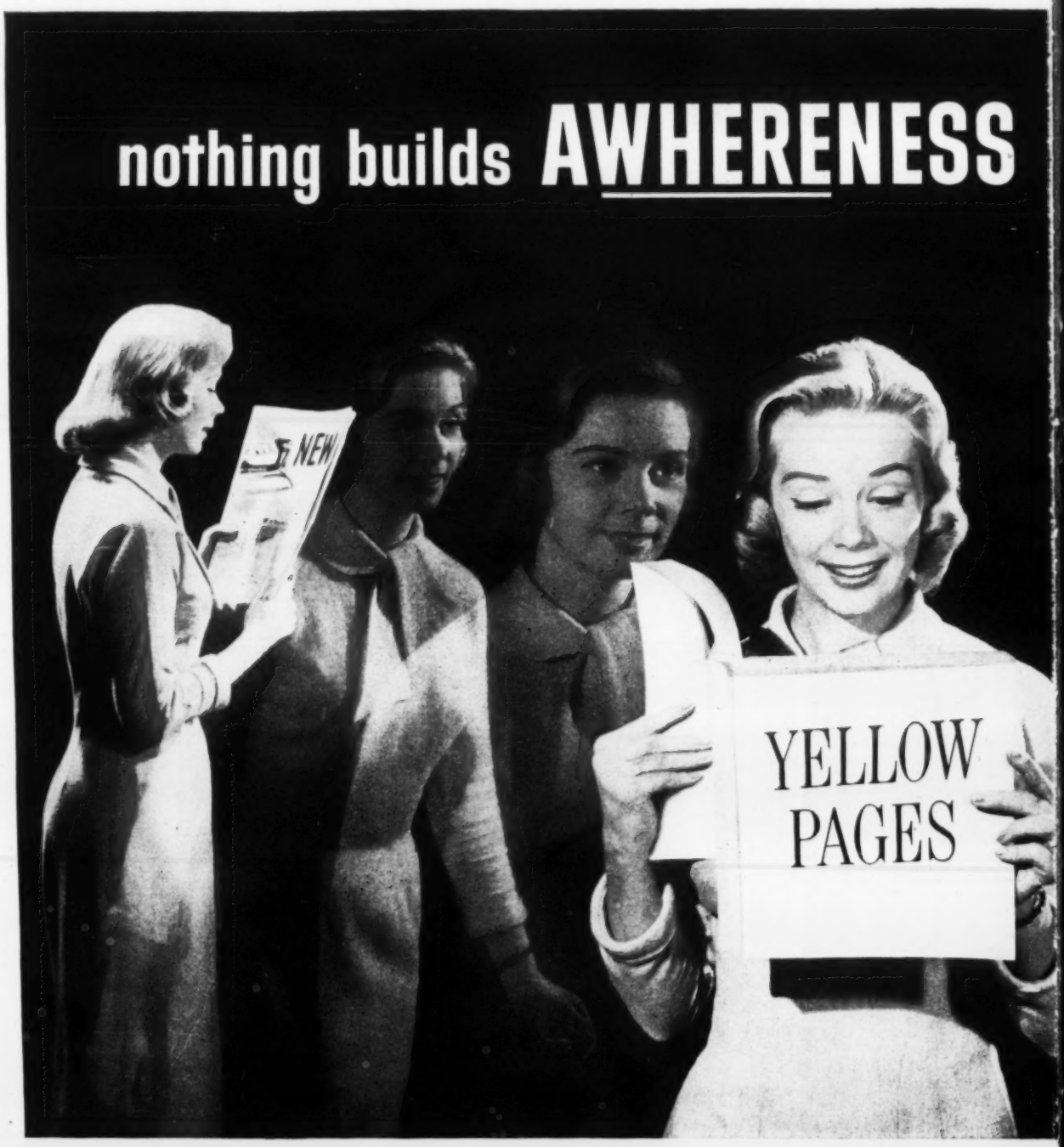
Charles S. Winston Jr., general manager of the Chicago office of Foote, Cone & Belding, has been elected to the board of governors of the central region of the American Assn. of Advertising Agencies. He replaces Richard W. Tully, also of FC&B, who resigned upon transfer to New York.

Kane & Artley Adds Two

Erecta-Shelf, a division of Metropolitan Wire Goods Corp., New York, and Bethlehem Furniture Co., Allentown, Pa., have appointed Lawrence Kane & Artley, New York, to handle their advertising.

FOREIGN COIN PROMOTIONS!
Coins and Bills from ½¢ up
Send for FREE Catalog or $1 Sample Kit
ROYAL COIN CO., INC.
47-A West 46th St., New York, N. Y.

nothing builds AWHERENESS



The advertising medium that tells people who want to

Ford Return to New Car Credit Seen as Competitive Move

DETROIT, Jan. 20—The question of why Ford Motor Co. decided to re-enter the new car financing business was a topic of conversation in auto circles here this week.

Ford announced last week that it would begin financing new cars soon, but said details were still incomplete.

While the move is not expected to lead directly to any new car sales, it was pointed out that it would make Ford more competitive with General Motors, which has its own General Motors Acceptance Corp.

"It's a profitable business, so why not get into it, the way GM has been doing all along?" one observer asked.

■ Ford established Universal Credit Corp. in 1928, and sold it in 1933 to Commercial Investment Trust (now C.I.T. Financial). Anti-trust action against several financing companies followed several years later, the charges being that dealers were under pressure to use certain companies for car financing.

The suits were settled by consent decrees in most cases. GMAC fought the case, but agreed to change some of its practices in 1950. Apparently, then, Ford could set up a subsidiary company similar to GM's and avoid anti-trust action.

C.I.T. Credit Corp., a subsidiary of C.I.T. Financial, still did a lot of Ford business, and that company is expected to suffer from this latest Ford move. #

Mahon Takes Five to Brown

John R. Mahon, formerly vp of Armstrong Advertising, Chicago, has joined E. H. Brown Advertising, Chicago, as an account executive. Three former Armstrong accounts followed him to the Brown shop: Met-L-Wood Corp., Chicago metal-bonded plywood maker; National Aluminate Corp., Chicago water-treating chemicals producer, and its subsidiaries, and Phoenix Electric Mfg. Co., Chicago, and its two divisions, Alpha Electric Co. and Flexo Machines Co.

'Esquire' Names Jontry Ad Director, Ferber Ad Manager

Esquire Inc., New York, has appointed Jerry Jontry, formerly advertising manager of *Esquire*, vp and advertising director of the magazine. Sam Ferber has been promoted from promotion manager to advertising manager.

Sam Ferber

Jerry Jontry

Other appointments to *Esquire* ad department positions include Norman Aronson, to manager of "Talking Shop," international and regional editions; Evan Forgelman, to display promotion manager; Paul C. Jackson, to merchandising manager, and Russell Palmer, to classified promotion manager.

American Home Sets Drive for Chef Boy-Ar-Dee Products

The American Home foods division of American Home Products Corp. will launch its first outdoor advertising campaign for Chef Boy-Ar-Dee products this week in 300 selected markets. The campaign will be supported by radio and tv spots and color pages in about a dozen magazines. Young & Rubicam is the agency.

Garmise Advertising Moves

Garmise Advertising and Bert Garmise Associates have moved to 20 E. 46th St., New York.

like the Yellow Pages

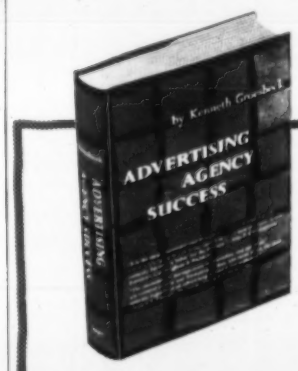
buy, WHERE to buy what you sell!

Whatever you sell, wherever it's sold, nothing directs prospects your way like AWHERENESS! And nothing builds AWHERENESS like the Yellow Pages—the buyers' guide that tells prospects where to find your product or service. That's why thousands of manufacturers of brand-name products use Trade Mark Service in the Yellow Pages of telephone directories and hundreds of thousands of local business men advertise in the Yellow Pages.

The Yellow Pages man will help plan an AWHERENESS program for your business. Call him today at your local Bell telephone business office.

YELLOW PAGES

1



Advertising Agency Success

Principles, Management, Function and Performance

By KENNETH GROESBECK

Drawing upon 40 years in advertising, Mr. Groesbeck provides concrete answers to the operational problems confronting agencies large and small. He gives an overall view of the successful agency in action: preparing copy, performing market research, making client presentations, testing campaign strategy, helping to coordinate clients' total product promotion. A comprehensive and useful book for all who manage agencies today and for those who aspire to do so tomorrow.

"... certainly will become a 'bible' for the business." —JOHN P. CUNNINGHAM, *President, Cunningham & Walsh, Inc.*

"... an accurate, factual book about advertising. Students and newcomers to our business particularly should find it valuable." —SIGURD S. LARMON, *President, Young & Rubicam, Inc.*

$5.00 *at your bookstore or from*

HARPER & BROTHERS, N. Y. 16

VIDEOTAPE™

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

Hulbert Taft, Former 'Cincy Times-Star' Publisher, Dies at 81

CINCINNATI, Jan. 20—Hulbert Taft, 81, retired editor and publisher of the *Cincinnati Times-Star*, died last night at his home in nearby Indian Hill.

The *Times-Star* ceased publication last summer, when it was sold, over Mr. Taft's strenuous objections, to its afternoon competitor, the *Cincinnati Post*. Mr. Taft had retired as editor and publisher in 1954, but remained as board chairman.

Mr. Taft, a nephew of President William Howard Taft and a cousin of the late Sen. Robert A. Taft, was graduated from Yale University in 1900. He joined the *Times-Star* as a reporter, and in 1907 became editor. He succeeded his uncle, Charles P. Taft, who founded the newspaper. In addition to his newspaper work, Mr. Taft was active in civic affairs.

His sons, Hulbert Taft Jr. and David G. Taft, are president and exec vp respectively of the Taft radio and tv stations in Cincinnati and Columbus, O.; Birmingham, Ala., and Lexington, Ky.

ALEXANDER MacLENNAN

NEW YORK, Jan. 20—Alexander M. MacLennan, 64, who retired last September as assistant vp in charge of public relations of International Telephone & Telegraph Corp., died of a heart attack yesterday while vacationing at Delray Beach, Fla.

Born in Glasgow, Scotland, Mr. MacLennan studied ship design at McGill University, Montreal, and municipal engineering at the Drexel Institute of Technology, Philadelphia, while working as assistant chief draftsman of National Shipbuilding Corp., Three Rivers, Que., and Bethlehem Shipbuilding Corp., Bethlehem, Pa.

In the mid-1920s he entered the advertising business. He joined N. W. Ayer & Son, Philadelphia, where he became printing director. During World War I he enlisted in the Black Watch division of the Canadian Expeditionary Force and was awarded the Victory and British Empire campaign medals.

In 1929 Mr. MacLennan joined International Telephone & Telegraph Corp. in New York as production manager of its printing department. Two years later he was named advertising manager and head of the corporation's publicity and press relations. He was named assistant vp in 1943.

He was a director of the New York Athletic Club and a member of the St. Andrew's Society and of the Public Relations Society of New York.

J. A. BURGESS

PITTSBURGH, Jan. 20—J. A. Burgess, manager of industrial advertising, Gulf Oil Corp., died Jan. 16 at his home here. Born in Marion, O., Mr. Burgess attended Ohio Wesleyan University and New York University, where he also later served as assistant professor of business administration. He joined Gulf in 1933 as a member of the advertising department staff and later served in a number of supervisory capacities in the department.

W. R. HELIE

PENSACOLA, Jan. 20—W. R. Helie, 75, formerly advertising manager of the *Pensacola News-Journal* and more recently owner and publisher of the *Escambia County Press* and the *Gulf Breeze Times*, died Jan. 13 in a Pensacola hospital. Mr. Helie, a former member of the Escambia County legislative delegation, worked on Boston and other New England newspapers before coming to the South in 1919. At one time he was publisher of *Southern Dairyman*, at Montgomery, Ala.

MARTIN LANDON

BUFFALO, Jan. 20—Martin W. Landon, 80, widely known in the advertising field and past president of the Greater Buffalo Advertising Club, died yesterday in his home after a long illness.

Mr. Landon was associated with Foster-Milburn Co., chemicals manufacturer, for more than 50 years. He had traveled extensively as an advertising representative in earlier years.

Born in Fairmount, Md., Mr. Landon worked as a country storekeeper and later as a traveling representative of a Baltimore company until 1906. He came to Buffalo in 1906, when he entered the employ of Foster-Milburn as an advertising representative. He became advertising manager in 1934, serving until his retirement Dec. 1, '56.

Mister Softee Sets Drive for Dealers, Names Agency

Mister Softee Inc., Runnemede, N.J., distributor of soft ice cream products, is conducting a four-month newspaper campaign to acquire more dealers and distributors throughout the country. Dailies in 30 markets are carrying ads and about 20 more markets will be added in the next month. The campaign will run through March.

The company has named Gresh & Kramer, Philadelphia, to handle its advertising and public relations. The former agency is Feigenbaum & Wermen, Philadelphia.

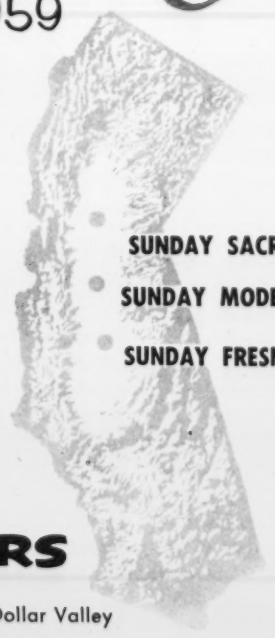
For the first time
a Sunday newspaper that goes home
in the 19-county
Sacramento market

Sunday

THE SACRAMENTO BEE

beginning February 1, 1959
with:

VALLEY LEISURE
TV MAGAZINE
CALIFORNIA COUNTRY LIFE
PARADE
MORE WIRE COVERAGE
MORE FINANCIAL NEWS
MORE COLOR COMICS
MORE WOMEN'S NEWS
MORE SPORTS NEWS
MORE FEATURES
MORE PHOTOS



SUNDAY SACRAMENTO BEE
SUNDAY MODESTO BEE
SUNDAY FRESNO BEE

McCLATCHY NEWSPAPERS
SACRAMENTO, CALIFORNIA
Check O'Mara & Ormsbee for details • Now 3 Sunday Bees in the Billion-Dollar Valley

In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

Many men in the Chemical Process Industries have an interest in your product. But the dollar benefits it delivers are singularly significant to but one kind of man . . . CPI-Management! Whatever their function, *from lab to plant to front office* . . . whatever their executive level, *from department heads to top officials* . . . they're charged with increasing net profits. And alert management know they can do it faster with more efficient equipment, materials and services.

That's why your primary sales effort is selling management. This, in turn, is why your first, most fundamental medium is CHEMICAL WEEK . . . the only magazine specifically edited for multi-dimensional management, *both technical and non-technical.* Over 40,000 all-paid, buying-powered subscribers . . . since its beginning the top CPI gainer in circulation and advertising pages . . . "read most" and found "most useful" by management in almost 50 magazine preference studies. With the largest, most competent editorial staff serving the industry . . . 28 full-time editors, 183 reporters. Add it up and you'll see . . .

You need CPI-Management's attention . . . *where and when* buying decisions are being made. And nothing else gets you closer, at the right time . . . than the advertising pages of CHEMICAL WEEK!

and you can sell him in...

McGRAW-HILL BUILDING, NEW YORK 36, N.Y.
ABC • ABP

A McGRAW-HILL PUBLICATION

Chemical Week

Without Benefit of Motivation Research . . .

Library of Congress Exhibition Shows Pre-1876 Admen Used Today's Motifs

But Some Early Appeals Have Been Abandoned as Unethical, Tasteless

WASHINGTON, Jan. 20—It is hard to come up with a new advertising idea. If you doubt it, take a look at the 66 sample ads which the Library of Congress has picked for its special exhibition on "19th Century American Salesmanship."

These ancient advertising masterpieces, some dating back to 1837—none more recent than 1876—were selected from an estimated 5,000 examples of pre-1900 ads and labels cached away in the library's files.

They utilize many of the appeals familiar to modern admen—the testimonial, the appeal to sound thinking, the appeal to the emotions, the competitive approach and the "before and after" technique.

Woodcuts and lithographs in the exhibit—many of them in color—easily get across the appeal the adman had in mind. Often the message is transmitted by picturing a family scene, or is dramatized with a drawing referring to a current news event. Sometimes

FIRE! FIRE!!
HEALTHY GROWTH
BEWARE OF PREPARATIONS THAT BURN THE HAIR.
NOTHING MAKES HAIR SO SOFT AND FINE AS 'DOBBINS' VEGETABLE Hair Renewer

CONTENTED HAIR—*This wrong-way, right-way ad, using great typographical variety, was used to promote Dobbins' Hair Renewer in* 1870.

the ad pioneers used a religious motif, which would be regarded as poor taste today.

For example, one patent medicine ad uses a drawing which quite obviously tries to convey the idea that this particular nostrum was dispensed by Moses to the wandering Israelites during their long journey through the Sinai desert.

■ Milton Kaplan, librarian in the library's prints and photo division, who put the exhibit together, admits the project had a special fascination.

"Some of the posters in the exhibit, if minor changes were made, would be similar to advertising art today," he observes.

Most of the advertisers who produced the ads selected for the library's exhibit are long gone from the economic scene, though a few survive, and here and there the ancestor of a modern trade name comes through.

An early ad by P. Lorillard & Co. for fine cut chewing tobacco (1870) features a handsome rooster under the word, "Challenge," with the slogan, "Aroma, purity, color."

Among the medicines, there's a Dr. Pierce's ad lithographed by Clay, Cosack & Co. in 1874, picturing products and packages which are still familiar items on drug store shelves.

■ Originally slated to run only until Jan. 1, the display has attracted so much attention here that it has been rescheduled to remain through the month of January. When it closes here, it will be circulated throughout the U.S. by the traveling exhibition service of the Smithsonian Institution.

Mr. Kaplan reports there have been so many requests from libraries and other institutions which would like to have the advertising display that this initial collection is booked virtually solid for the next two years. As a result the Library of Congress may decide to put together a second collection of advertising to help meet the demand.

The tv pitchman who likes the "before and after" approach might blush at some of the examples displayed by the library. One ad, for Dobbins' Vegetable Hair Renewer, uses a split panel, with the left panel picturing a woman's hair seemingly in flames, while the right panel displays a happy woman with what was undoubtedly a prize hair-do for the period. Type in the left panel says "Beware of preparations that burn the hair," while the right panel carries the line, "Nothing makes the hair so soft and fine as Dobbins."

■ Ads in the library files originally were submitted for copyright purposes. But the cut-off date for ads in the exhibition was set at 1876. According to Mr. Kaplan—who has collaborated in three popular books of historical prints, including "Divided We Fought," a Book-of-the-Month Club picture

PRE-BAN—*Long before the Distilled Spirits Institute clamped its ban on showing women in liquor advertising—and especially on showing them drink-in-hand—E. Martin & Co., Portland, Ore., used this decorous damsel to promote its Pride of Oregon bourbon.*

history of the Civil War—advertising art began to deteriorate in quality after 1875, probably because of rising costs.

■ This was the period before the Distilled Spirits Institute. So in 1871, E. Martin & Co., Portland, Ore., felt no shame about using a picture of a very proper looking young matron, holding a full glass, to advertise its "Pride of Oregon" bourbon whisky.

It was also a period when laws against defamation of competitors and misrepresentation in general were of little concern to the adman. An ad for Payne's Sure Rising flour exploited the cartoon technique, with an open oven door revealing high, fluffy biscuits made from Payne's, while four competing sacks of flour, all labeled with competitors' names, jump crest-fallen from the shelf to the kitchen floor.

Some of the early ads exploit news stories of current disasters. It was a day of exploding steam boilers, so it is hardly surprising that Ashcroft Patent Low Water Detector is advertised with a drawing which shows an explosive force blowing out a brick wall, crushing pedestrians on the sidewalk and hurling deadly missiles with telling effect at a passing horse car, as the platform man and the horse crouch in fear.

APPEALS—*In 1870 P. Lorillard & Co. was crowing about the "aroma, purity, color" of its chewing tobacco in this trademark lithograph by Hatch & Co., while Home Washing & Wringer was creating a market for its machines by recreating a cozy, domestic scene with this 1869 artwork.*

■ In a period of wonderful scientific advances, marketers liked to identify their products with the triumphs of the age. Uncle Sam ranges are depicted as wonderful ambassadors for American ingenuity in all parts of the world. The Empire Sewing Machine is illustrated in six small panels framing a large engraving which features drawings of the Brooklyn Bridge, and the transcontinental railroads. While the ad appeared in 1870, fully 14 years before the Brooklyn Bridge was opened, the bridge was already being acclaimed as the miracle of the age, and apparently Empire felt the same way about its sewing machine.

■ Snob appeal obviously was fully understood by the pioneer adman. In an ad for Dobbin's Medicated Toilet Soap, 14 well-groomed ladies of 1869 have been discussing personal hygiene, when the lady of the house brings out her carton of Dobbin's. "This, Ladies, is what I have been using, and it has worked wonders."

And Cowles & Co., maker of American Cream soap, came up with a multi-colored broadside which combines a multitude of appeals, including the 1851 equivalent of the radio jingle—42 lines of rhymed verse, including this quatrain:

My Mollie, she's a bonny wife,
There's none so free from evil
Except upon a Washing Day.
And then she is the devil.

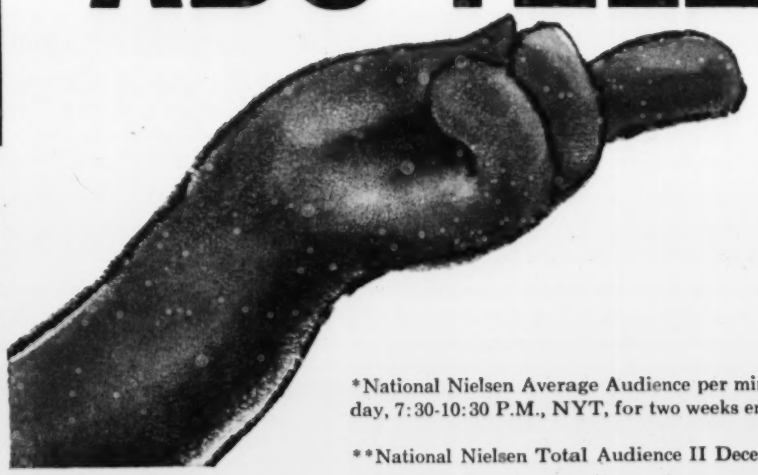
The year 1958 closed with the highest year-end audience levels in the history of network television. This record traces directly to gains scored by each of the three networks.

In 1958:

ABC gained 1,400,000 additional homes per minute.*
Another network gained 300,000 additional homes per minute.*
The third network gained 100,000 additional homes per minute.*

And 1958 closed, not only with network television bigger than ever, but with a completely new relationship of one network to another: a relationship which now finds that **among all regularly scheduled evening programs, ABC-TV has FOUR in The Top Ten.****

ABC TELEVISION



*National Nielsen Average Audience per minute, all sponsored programs, Sunday through Saturday, 7:30-10:30 P.M., NYT, for two weeks ending December 20, 1958, vs. comparable period, 1957

**National Nielsen Total Audience II December Report, 1958

'WSJ' Names Jordan to Succeed Griswold, Retired

C. Robert Jordan has been appointed midwestern advertising manager of the *Wall Street Journal*, succeeding Frank B. Griswold, who is retiring after 40 years in the newspaper business. Mr. Jordan moves to Chicago from Atlanta, where he has been southeastern advertising manager of the *Journal*. Mr. Griswold, who has been midwestern manager since 1953, previously was the *Journal's* Pacific Coast ad manager and was advertising director of the *Chicago Journal of Commerce* until 1950, when it was purchased by the *Wall Street Journal*.

C. Robert Jordan

Frank B. Griswold

Earl G. Mason, formerly in charge of the *Journal's* Miami advertising office, has been named to succeed Mr. Jordan as southeastern ad manager.

Roettger Joins Ludgin

Donald E. Roettger has joined Earle Ludgin & Co., Chicago, as an account executive. He formerly was an account executive in the Chicago and Minneapolis offices of Batten, Barton, Durstine & Osborn.

FEWER

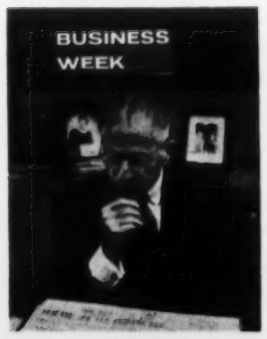
Why buy more than you need. If it's good repeat it . . . if it isn't . . . delete it. Screen Process can save you money.

Put Punch in Point-of-Purchase

MARC BOMSE

IT PAYS TO CALL IN A BUSINESS SUIT WHEN YOU CALL ON A BUSINESSMAN

When an executive seeks counsel, or opens his mind to persuasion, he considers the source. And he knows that Business Week – *edited for management only*, drawing on the world's most extensive business-information resources – has only one editorial purpose: to help the management man in his business. Your own best customers and prospects will tell you it is the "most useful" of all general-business or news magazines. And, after all, don't you usually find that the best salesmen you know are the most *helpful* salesmen?



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

A McGraw-Hill Magazine

LARGEST CIRCULATION IN TEXAS!

BOTH DAILY AND SUNDAY

FORT WORTH STAR-TELEGRAM

DAILY
(Morning and Evening Combined)

254,038

SUNDAY

225,297

Source:
ABC Audit Report March 31, 1958

IT TAKES A FORT WORTH NEWSPAPER TO COVER THE FORT WORTH MARKET

. . . 99 WEALTHY WEST TEXAS COUNTIES WITH OVER 25% OF TOTAL STATE INCOME . . . OVER 25% OF TOTAL SALES!

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, JR.,
President and National Advertising Director
LARGEST CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

'Baby Post' to Launch 'Magazine' Format on WNTA-TV

NEW YORK, Jan. 20—Louise Cripps, editor and publisher of *Baby Post*, will launch a new weekly series over WNTA-TV starting Jan. 24 at 12 noon, EST.

Miss Cripps views the 30-minute program as a magazine of the air, which will be an extension of the same kind of subject matter covered in the monthly magazine. There will be discussions with doctors, nurses, psychologists and presentation of new toy items and how-to-do-it baby care features for expectant and new fathers. Saturday was chosen to give fathers a chance to watch the telecast.

■ Headline guest for the first program will be Dr. William E. F. Werner, who uses hypnosis in delivering babies. He will demonstrate his hypnosis technique on the show. This tv series will be produced by Coordinated Marketing Agency.

Miss Cripps said Cripps Publications will spend about $1,000 a week for the production and time cost of the program, which will be taped for possible syndication. If the show catches on and goes into syndication, it will be offered for sponsorship in other cities, she added.

■ Commercials on the program will feature *Baby Post* and *Mothers & Babies*, a slightly larger edition of the former. Mothers and fathers of young children will be reminded that they can get *Baby Post* free at various supermarkets and that *Mothers & Babies* can be bought at the newsstands or on a subscription basis. The company also puts out an annual reference book called *Mother's Manual*, but this is not expected to be promoted on tv. *Baby Post* has a 700,000 circulation and *Mothers & Babies* about 100,000.

■ The magazines will use the telecast to plug their advertisers, with product mentions to be worked into the format of the show. Clients' products will be shown as a part of the sets; they will be featured during child care demonstration sessions and they will be worked into editorial segments about new products.

Miss Cripps said there would be no extra charge to advertisers whose products are given tv mentions nor will companies be required to buy a certain amount of space in order to qualify for the video merchandising. #

Holst & Male Affiliates With Botsford, Constantine

Holst & Male, Honolulu, has affiliated with Botsford, Constantine & Gardner, San Francisco, "for assistance in merchandising and sales promotion activities on the mainland" for H&M's client, the Hawaii Visitors Bureau. The Visitors Bureau plans stepped up sales and promotion work "in view of the tremendous opportunities ahead for the Hawaiian Islands."

J. H. Altman & Co. Bows

Jerome H. Altman, formerly president of Altman-Yaffe, Detroit, has formed J. H. Altman & Co. The agency's main offices will be in the Fox Bldg., Detroit. A branch office has been established in Ann Arbor.

Clapp Joins L. K. Frank

Winthrop S. Clapp has joined Louis K. Frank Co., Boston, as copy director. Mr. Clapp was formerly with American Optical Co., Southbridge, Mass., and OMS Mail Advertising, Boston.

SPLIT—*Hills Bros. Coffee and Sealtest Dairies are taking advantage of Life's geographical split run (AA, Sept. 1, '58) with these color pages in the Jan. 19 issue. The Hills ad runs in 16 western states, Alaska and Hawaii while the same space will be used by Sealtest in the rest of the U.S. A similar split will be used in the February Reader's Digest. N. W. Ayer & Son is the agency for both companies.*

Local Editions for Split-Run Ads Okay for Second Class Too, P.O .Emphasizes

CHICAGO, Jan. 20—Further ramifications of the Postal Manual's new requirements for second class rates for magazines carrying split-run advertising were brought to light by a postal official here last week.

In a talk before the Business Paper Production Club of Chicago, Rudy Mathews, assistant supervisor of postal services at the Post Office's Chicago branch, explained that the alternative of separate regional editions, including regional editorial matter, is available to magazines that don't wish to carry alternate advertising for the remainder of press runs not wanted by regional advertisers.

The alternative advertiser arrangement was used by *The New Yorker* to carry Esso Standard Oil Co. ads, he pointed out, while *Time* plans to use a special edition, identified as such, to carry the Esso ads (AA, Dec. 29, '58).

■ One arrangement or the other is necessary, he pointed out, to comply with the Postal Manual's Section 132.49, put into effect last summer, requiring all copies of a magazine to have all pages numbered in order (though all pages needn't carry numbers) or to carry sections using a page number with letters, beginning with A, for subsections (AA, July 14, '58).

The Post Office has since ruled (AA, Dec. 29, '58) that a magazine has to have the same number of pages throughout its run. *The New Yorker* achieved this by selling space for 30% of its press run to Enjay Co., a Standard Oil of New Jersey affiliate, while Esso bought the 70% of the run it wanted for its market.

The alternative of the separate edition, Mr. Mathews pointed out, requires that the edition be a real regional edition with regional editorial matter, and clearly identified as a regional edition.

He said the separate edition alternative on split-run ads was confirmed by Edwin A. Riley, director of postal services in Washington, in a Dec. 23 letter to the postmaster in Chicago.

In the letter, Mr. Riley said that Section 132.49a "provides a means by which split-run ads may be carried in second class publications. There is no other regulation providing any other means," he added.

■ Another confusion over the new postal rules has arisen, meanwhile, Mr. Mathews said, over the use of foil and other non-paper sheets for advertising. These sheets are now permitted and may carry identification of the material, he said, but they must carry some printing on them. They cannot be included in magazines like a sample with no printing at all on it, he emphasized.

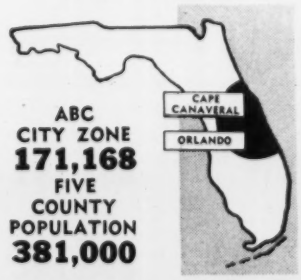
Mr. Mathews also had happy news for circulation managers: postal Form 15, a cost ascertainment form requiring an annual breakdown of foreign mailings, has been eliminated by the postal department. #

How To Make Your Name Stand Out

Johnson Printing, Inc. specializes in fine printing . . . particularly precision color work requiring special skill and craftsmanship.
Because we produce quality workmanship, our name stands out in the minds of our customers.
Good printing makes *any* name stand out more strongly.
Because they realize this, some of America's best-known corporations are using Johnson Printing, Inc. for accurate, quality work and dependable service. If you are in one of the country's major markets, there is a good chance that one of these famous Johnson customers is a neighbor of yours.
Our Eau Claire plant is fully equipped with excellent modern equipment; our main-line location between Chicago and the Twin Cities means that we are big-city handy as well as big-city competent. In fact, there's just one small-town thing about Johnson Printing, Inc. . . . the cost structure.
Want facts and figures? Here's our address:

JOHNSON PRINTING, INC.
2215 Galloway Street, Eau Claire, Wisconsin. Phone: TEmple 2-6692.
Better Printing Through Quality Control

Gateway to the MOON



ABC CITY ZONE 171,168
FIVE COUNTY POPULATION 381,000

100,000
DAILY CIRCULATION
Orlando Sentinel-Star
ASK BRANHAM

Orlando Retail Sales to Nov. 1:
$240,371,000

104 Pct. Greater Than Fla. Avg.

149 Pct. Greater Than National Avg.

From Sales Management

IN 1958...

The Detroit News sold more papers weekdays and Sunday than either of the other Detroit newspapers.

THE NEWS
weekdays—463,469
Sunday—575,276

The Times
weekdays—391,295
Sunday—486,113

Free Press
weekdays—456,117
Sunday—494,506

ABC for the six months ending Sept. 30, 1958

IN 1958...

As always, The Detroit News carried more advertising linage than both other Detroit newspapers combined.

THE NEWS
Total Lines—36,727,834

The Times
Total Lines—15,929,765

Free Press
Total Lines—19,128,121

For the 12 Months ending December 31, 1958 from Media Records

The Detroit News

Eastern Office: 260 Madison Ave., New York
Pacific Office: 785 Market St., San Francisco
Chicago Office: 435 N. Michigan Ave., Tribune Tower
Miami Beach: The Leonard Co., 311 Lincoln Road

Needed:
a better "public plant"
to serve
our growing nation

...and its price is right, right now!

WHAT will America be like in 15 years? Economists tell us there will be 60 million more people; that our total output of goods and services will almost double; that personal incomes will be 50% higher; that twice as many automobiles will be on the road; that the "2 home" family will not be uncommon; that some of us will travel into outer space; that we will own twice as many garments as today; that we will use 4 times as much electric power.

Economists also tell us this growth is not automatic. Attainment of our full potential depends on wise planning and aggressive, farsighted management of our economy.

America has grown faster in the past decade than it has ever grown before. Nevertheless, there is an increasing gap between its rate of growth and the pace at which we are adding the necessary facilities to assure continued growth. How wide can this gap become before inadequate, outdated and worn-out facilities cripple our growth?

OUR CITIES are becoming blighted far faster than our programs to remedy them. More than 30 million Americans change their residency each year—most of them to metropolitan areas. This problem is not new, it just keeps on increasing.

OUR PORTS AND HARBORS are antiquated, inefficient. Many of the piers still in use were inadequate even before the turn of the century, but through a patchwork of modifications and repairs have been kept in uneconomical service. The new St. Lawrence Seaway creates a big demand for expenditures for harbor facilities. Inland ports will mushroom and coast ports must improve to stay in business.

OUR HIGHWAYS are being increased through the largest single construction program in the history of the world. Yet, as huge as this road-building program is, it is already claimed that it will fall far short of our needs and must be augmented by additional programs.

OUR SCHOOLS, despite all recent construction, are still over-crowded. And the big boom is still to come. College applications are expected to double by 1970. High schools will require three times as much space and three times as many teachers.

OUR AIRPORTS are the bottlenecks of the jet age. Few commercial airfields are adequately equipped to handle jet airliners. Present plans demand the construction, by 1960, of new facilities for at least 70 airports to prepare them for jet traffic. Only 55% of the funds needed for jet age expansion and modernization are in sight for the 4 fiscal years July '58 through June '62.

OUR WATER SUPPLY facilities must be increased if they are to meet new and existing demands. Annual spending for these facilities has to be increased by 25% to provide the same quality of service that exis... World War II. Per capita use of water has tripled since 1900 and i... to increase a third more to 2100 gallons per capita per day by 197... try has not yet been able to make up for its hiatus of construction ... 1945.

OUR SEWAGE TREATMENT facilities are inadequate f... the 96 million people served by municipal sewage systems. Th... Health Service has published figures showing that, although sew... and collection systems construction has been increasing since 19... of pollution material reaching the nation's watercourses has act...

Have all these needs of the nation grown without the f... local governments being aware of them? Of course not. P... most of the current basic needs are already in the planning st... *moving to the construction stage too slowly!* Although there ... opinion on how the financing burden should be shared betwee... governments, the fact remains that the needs are very pressi... only adds to the final cost—no matter how financed.

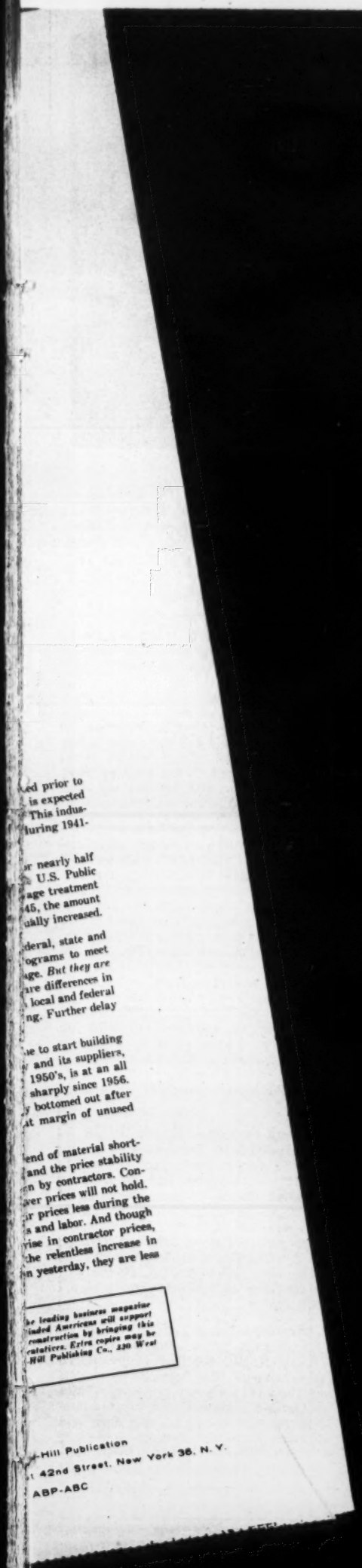
The pity of it all is that there will never be a better ti... than right now. The capacity of the construction industr... because of the spurt in industrial construction during the ... time high. But the growth of new construction has slowe... It was just a few months ago that contract awards finall... an 18 month recession. Thus, right now there is a gre... capacity in the construction industry.

The big increase in competition for new work, the ... ages, the abundance of modern construction machinery ... of materials have resulted in lower bids being turned ... struction is now going at bargain prices...but these lo... Because of higher productivity, contractors raised the... 1950's than the rise in costs of basic building material... higher productivity will continue to hold down the ... these prices are bound to move upward because of ... wages. Building costs today are not only cheaper tha... than they will be in the years just ahead.

This message is presented by Engineering News-Record, t... of the construction industry. It is hoped that community-m... the immediate implementation of needed "public facility" ... message to the attention of local, state and federal repres... obtained by writing: Engineering News-Record, McGraw ... 42nd Street, New York 36, N. Y.

ENGINEERING NEWS-RECORD

A McGra... 330 We... Member...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rise in contractor prices,
the relentless increase in
n yesterday, they are less

*he leading business magazine
ended Americans still support
construction by bringing this
statistics. Extra copies may be
Hill Publishing Co., 330 West*

-Hill Publication
t 42nd Street, New York 36, N. Y.
ABP-ABC

Several times during the past few years, our nation and its elected representatives have faced decisions which had a great bearing on the progress of our nation and the construction industry.

On each of these occasions, Engineering News-Record, as the leading business publication of the construction industry, saw fit to publish special messages directed to the American people and the individuals faced with the decisions. These messages appeared in major newspapers and were sponsored wholly by Engineering News-Record.

America is again at a crossroads that affects the future of the country and the construction industry. And again, Engineering News-Record is presenting a special message on the subject. This message appears in Business Week and the Wall Street Journal.

ENGINEERING NEWS-RECORD

Leadership

Here, taken directly from *Media Records* is the *Men's Clothing Store Linage* for Buffalo, January-November 1958.

COURIER-EXPRESS	Daily	723,953
	Sunday	85,286
EVENING NEWS	. . . . .	271,869

Thus, the Courier-Express carries 72.7% of daily and 74.8% of total linage in this important classification.

You will agree that these figures tell a powerful and authentic story.

Buffalo Courier-Express

Western New York's Only Morning and Sunday Newspaper

ROP COLOR available both daily and Sunday
Member: Metro Sunday Comics and Sunday Magazine Networks
Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

Grocers Need More Help from Dailies: Johler

CHICAGO, Jan. 20—Grocers need more cooperation from the newspapers in which they advertise if they are to get maximum effectiveness from their ad dollars, according to Orville W. Johler, vp in charge of advertising and merchandising of IGA Food Stores.

Speaking at a meeting of the Chicago chapter of the American Assn. of Newspaper Representatives, Mr. Johler had these suggestions:

• Provide the stores with advance information on recipe ideas and other features scheduled to appear in food pages so that the stores can set up tie-in displays at point of purchase. This, he said, might include having reprints of food sections posted in the stores.

• Sell harder the readership of your food sections and less your over-all circulation, and you will spark greater enthusiasm among not only the local, but the national food advertisers. He said readership surveys should include size of families, income, home ownership and percentage of employed housewives.

• Bring women together through marketing panels to learn what food buyers want in such matters as types of store, type of conveniences, and color scheme. "We have tried it, and it works," Mr. Johler said. "However, when we do it, it leaves the impression we have an ax to grind. Newspapers can get this information in a more exact form because they constitute a third party."

■ Mr. Johler told the reps that IGA currently puts more than 86% of its advertising budget into newspaper copy. "Each week we place advertising in more than 2,800 newspapers—metropolitans, dailies and weeklies," he said.

"Important as newspaper advertising is in producing store traffic," he continued, "it still represents an out-of-pocket overhead item to the retailer. The amount of money that the retailer pays for space represents only part of his expense in conjunction with advertising (and I'm not talking about the costs in the production of the ad).

"The fact of the matter is that practically every item run in a typical newspaper ad represents further out-of-pocket expenses to the retailer. I am referring to loss leaders and short profit items which represent the greatest part, if not all, of the typical food store ad.

■ "Because of the ferocious competition in the food field," Mr. Johler said, "retailers must go for price appeal today. They must offer values that not only mean giving away profits—they've got to go deeper than that. They have to take a loss on many of those items which they pay to advertise. The average retailer assumes that he is going to take a loss of as much as 1% of his sales on such merchandise.

"The only way a retailer offsets his loss is, of course, through the sale of goods on which he does make a profit," he said, adding that this is why the stores seek newspaper help in hypoing the sale of profitable items. #

Lehman Jorgensen Kim Jorgensen K. Sherman Jackson R. Sherman

MOPPETS & WORKS—*Shown with Kai Jorgensen, one of the judges in Hixson & Jorgensen's second annual children's art contest, are winners Kenny Lehman, age 3 to 5 group; Kim Jorgensen and Craig Jackson, co-winners, 1 to 3 group; Kim Sherman, 5 to 7 group, and Robin Sherman, 7 to 9 group. Not available for the picture-taking was Kathleen Duntley, in the 0 to 1 group.*

Pach Succeeds Harris as Paper-Mate President

S. Warner Pach, formerly assistant to the president of Gillette Safety Razor Co., has been elected president of Paper-Mate Co., a division of Gillette. He succeeds R. Neison Harris, who has resigned as a Gillette vp to devote more time to other interests. Mr. Harris will continue as a Gillette board member.

Thomas Joins Taskett-Hogle

John S. Thomas has joined Taskett-Hogle, Seattle agency, as vp in charge of client services. Mr. Thomas formerly was with McCann-Erickson, Chicago, as account executive on Rival dog food and other accounts. Taskett-Hogle was formed three months ago by William R. Taskett and J. Reese Hogle as a successor to the Taskett Agency.

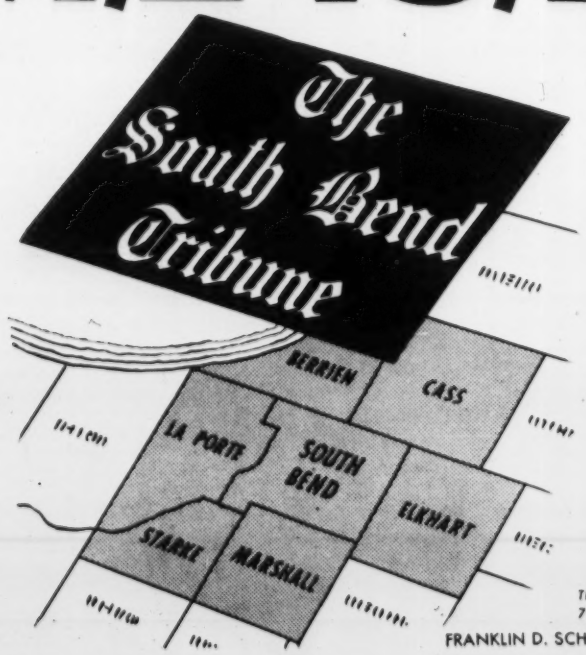
$500,000,000 aimed at.. SALES TODAY!

More and more, food advertisers are aiming their dollars at **sales today!** Advertising of special food & grocery promotions is now backed by a fabulous $500,000,000 investment!

Promote the ability of your medium to produce **sales returns!** Use FOOD FIELD REPORTER, the one publication whose editorial content focuses completely on food promotions, food advertising. It's the authoritative paper that food and agency men quote, reprint, carry into plans meetings, use in their field selling!

FOOD FIELD REPORTER
708 Third Avenue, New York 17, N. Y.
The marketing newspaper for food and grocery manufacturers

SOUTH BEND, INDIANA . . . A $1,243,743,000 MARKET*



ARE YOU COVERING IT?

No other medium or combination of media covers South Bend, Indiana, as does The South Bend Tribune. Here is the efficient, the economical way to reach this $1¼ billion market. The South Bend Tribune gives you 100% coverage of the South Bend City Corporate Area; 93.7% coverage of the Metropolitan Area; 62.9% of the Trading Area. Look how this compares with other media . . .

- **LEADING CHICAGO NEWSPAPER . . . . 11.4% Coverage**
- **LIFE MAGAZINE . . . . . 11.3% Coverage**
- **TV AND RADIO COVERAGE . . . . . Audience is divided between 3 local UHF TV stations and many radio stations.**

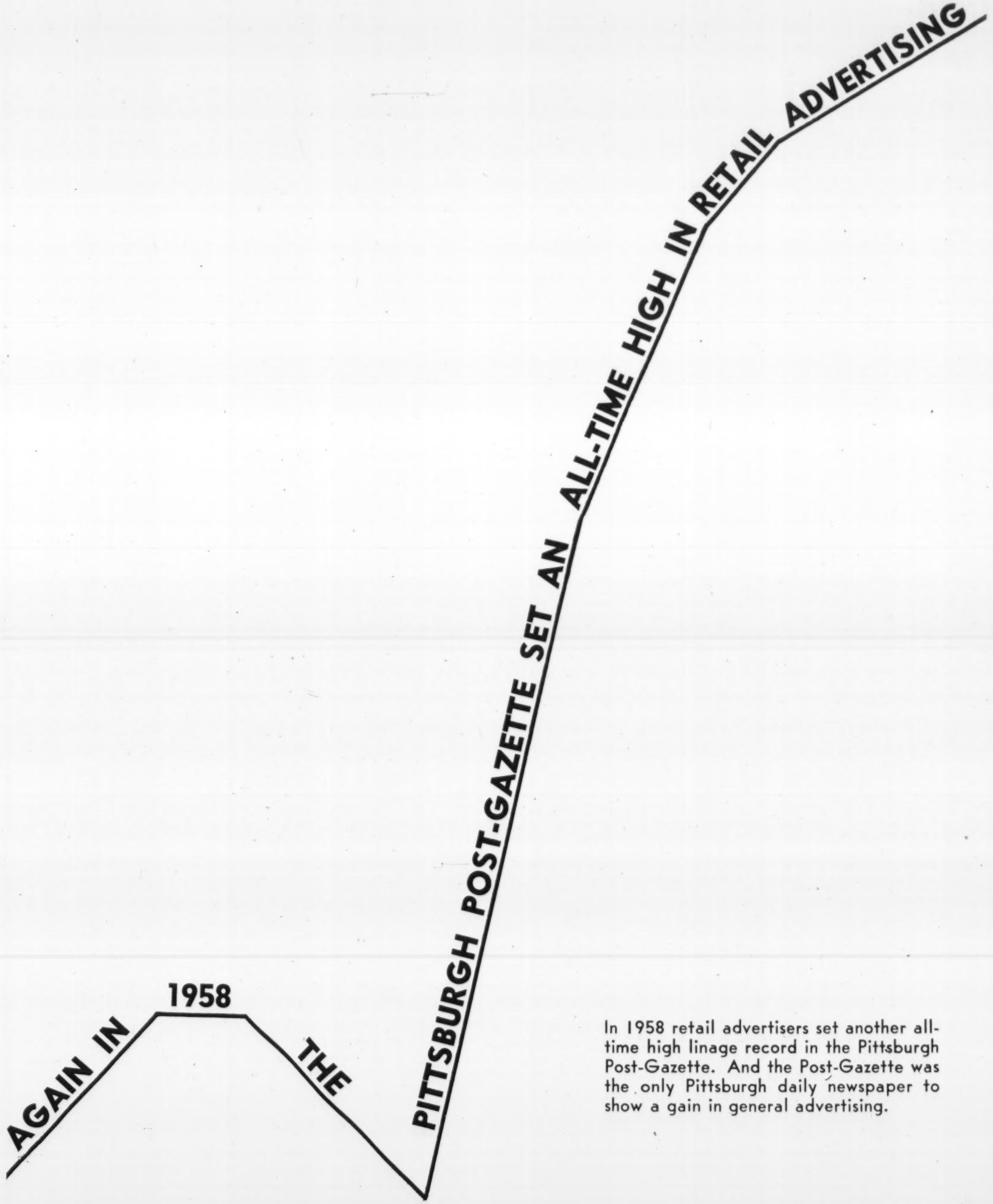
TEST TOWN U.S.A.
The South Bend, Ind. Market: 7 Counties, 1/2 Million People

Write For Free Market Data Book

*7 County Trading Area
Source, Sales Management 1958 Survey of Buying Power

FRANKLIN D. SCHURZ, EDITOR AND PUBLISHER • STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly — St. Louis, Mo.
280,000 Copies Weekly
With 93% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years



In 1958 retail advertisers set another all-time high linage record in the Pittsburgh Post-Gazette. And the Post-Gazette was the only Pittsburgh daily newspaper to show a gain in general advertising.

PITTSBURGH POST-GAZETTE

Represented Nationally by Moloney, Regan & Schmitt

Ad Tax Threat Dies; Baltimore Throws in the Towel on Appeal

BALTIMORE, Jan. 20—The circuit court's and Maryland court of appeals' invalidation of the Baltimore advertising taxes will not be appealed any further, it was announced last week by Mayor D'Alesandro, who is campaigning to succeed himself as mayor after being defeated in his bid for a Senate seat.

The 4% tax on advertising in Baltimore and the 2% tax on the gross receipts of local media have been officially dead since Jan. 1, by virtue of repeal by the city council and an anti-ad tax law passed by the Maryland legislature. In question, however, was some $1,263,000, which the city collected during the one-year duration of the ad taxes and refunded to more than 60 publishing, broadcasting and advertising companies just before Christmas.

Judge Joseph L. Carter, of the circuit court, had ruled that the advertising taxes violated the free press provisions of the U.S. and state constitutions in singling out newspapers and broadcasters for almost 95% of the tax impact. The city appealed and the Maryland appeals court sustained the circuit court.

Until last week, however, Hugo A. Ricciuti, city attorney, contended that he was seriously considering appealing the case to the U. S. Supreme Court. #

Quarton Heads WMT Stations

William B. Quarton, general manager of WMT, Cedar Rapids, Ia., has been elected exec vp and a director of American Broadcasting Stations. He thus becomes operating head of ABS's three major properties: WMT and WMT-TV, Cedar Rapids, and KWMT, Fort Dodge, Ia. Reshuffling of the company's top personnel followed on the resignation of William B. Dolph as president. Helen S. Mark is the new president. She is a member of the Mark family which has been the principal owner of these properties since 1944. Other new officers are Helen J. Jetts, secretary, and Helen M. Herrmann, treasurer.

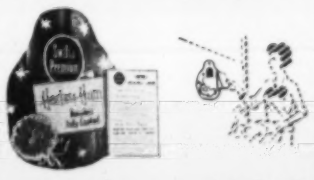
OAI Names Elliott VP

E. A. Elliott, who resigned as media director of Ogilvy, Benson & Mather in January, 1958, to join Outdoor Advertising Inc., New York, as an account executive, has been named vp and eastern sales manager of OAI. He succeeds Robert C. McBrine, who has resigned.

Cal-Ray to Donahue & Coe

Cal-Ray Bakeries, Glendale, Cal., has named Donahue & Coe, Los Angeles, to handle its advertising. The ad budget will be between $75,000 and $100,000, with television the major medium. Cal-Ray previously advertised direct.

Stickin' Around with KLEEN•STIK



IDEA NO. 137

Ham Can Be Beautiful . . .

. . . when it's **Hostess Ham**, that is! As part of a recent promotion to "glamorize" their product, famous Chicago packer **Swift & Company** "cooked up" this tasty P.O.P. display to hold a pad of appetizing ham recipes. Handsomely printed in four colors on bright Silver Foil **Kleen-Stik**, it's easy for retailer or salesman to put up with a quick *peel-and-press* on walls, showcases, etc., in stores everywhere. The *deluxe* design and artwork were done *within* the **Swift** organization. Cause for applause!

Outstanding **P.O.P. Ideas** Featuring the World's Most Versatile Self-Sticking Adhesive!

IDEA NO. 138

Flyin' High with VINYL-STIK

Ohio's private pilots now get recognition for safe flying with this "Flying Green Cross" emblem—developed by **C. E. A. Brown**, Chief of **Ohio Division of Aviation**. Mounted on the plane's door or window, it shows accident-free mileage by the colored star inset. Weather-resistance was a "must"—so **Brent Brown**, prexy of **Brown & Gage, Inc.**, Cleveland, silk-screened 'em on weatherproof **Vinyl-Stik**. Goes on *easy* with a peel-an'-press . . . stays on *tight* thru wind, snow, rain, or heat.

You'll **rate applause from dealers, salesmen, customers—by using Kleen-Stik in *your* next display. See your regular printer, lithographer, or silk screener for a whole "cook-book" full of sales recipes!**

KLEEN-STIK Products, Inc.
Pioneers in Pressure-Sensitives for Advertising and Labeling
7300 W. Wilson Ave. • Chicago 31, Ill.

K-S K-S K-S

British TV Films Cataloged

"Television Films from Britain," a 44-page catalog of British-made tv news features and special events films and radio programs, has been published by the British Information Service. The listings summarize the films' contents and note their length. Both color and b&w films are included. All the films are available free from BIS except for transportation costs. Copies of the catalog are available on request from BIS offices in most major cities or from its central office at 45 Rockefeller Plaza, New York.

Fleck to 'Post-Standard'

Jesse W. Fleck has been named assistant to the publisher in charge of advertising of the *Syracuse Post-Standard*. Mr. Fleck retired as advertising director of the *Detroit Times* on Jan. 1 after 33 years with the Hearst chain. From 1925 to 1932 he was advertising director of the *Syracuse Journal-American* and since then was with the Detroit newspaper.

FTC Challenges Claims of Hicks' Arthrycin

The Federal Trade Commission has challenged claims that Arthrycin permanently relieves severe pains of arthritis and rheumatism.

The commission's complaint was directed against Kenneth Rader Co., New York agency handling the account, as well as the Hicks Pharmacal Co., Newark, which makes the product. FTC said false claims were disseminated by newspaper and radio.

Hunter Named KING Exec VP

Alexander P. Hunter, formerly commercial manager of KING-TV, Seattle, has been appointed assistant to Otto P. Brant, broadcasting division vp of KING Broadcasting Co., Seattle. Meanwhile, James D. Neidigh, formerly KING-TV's national sales manager, has been promoted to sales manager.

1957-58 'Tobe Lectures in Retail Distribution' Out

"The Tobe Lectures in Retail Distribution," covering the second Tobe lecture series given during the academic year 1957-58 at the Harvard business school, has been published by the graduate school of business administration, Harvard University.

The volume contains lectures by G. Earl Puckett, chairman of the board of Allied Stores Corp.; Joseph B. Hall, president of Kroger Co.; Paul Mazur, partner in Lehman Bros.; L. L. Colbert, president, and Virgil Exner, vp and director of styling, Chrysler Corp.; David L. Yunich, president of L. Bamberger & Co.; A. W. Hughes, chairman of the board of J. C. Penney Co.; Pierre Martineau, director of research and marketing, *Chicago Tribune*, and Richard C. Bond, president of John Wanamaker, Philadelphia. Price is $3.

26th ANNUAL INVENTORY OF AIRPOWER ISSUE

PUBLISHING DATE: MARCH 9, 1959

In twelve swift-paced months, aviation's galloping technology has made dramatic breakthroughs in all areas of flight. Commercial jet transportation became a reality. Corporate fleets can now pick from a number of turbo jet or prop jet aircraft. An ICBM has flown successfully over its full range of capability. Aircraft flying at twice the speed of sound are now operational with the USAF. Larger and more complicated satellites were hurled around the globe. Actual attempts were made to orbit the moon. Space Technology has excited the imagination of the entire industry.

Event followed event with such rapidity that interpreting their significance has been difficult for even the most well informed engineering-management men. Once again, they need a concise, penetrating analysis and forecast of world airpower.

ONLY ONE SOURCE FOR THE ANSWERS

Industry's decision makers, turn to the industry's top reporting team—AVIATION WEEK's 32-man editorial staff of graduate engineers and aviation specialists . . . The men whose full-time job is to ferret out and report world aviation events. In the Inventory Issue, they will bring into focus the significance of hundreds of technological and marketing developments witnessed in 1958 and interpret their impact on future technological growth.

CONTENTS OF THE INVENTORY ISSUE

Charts, graphs, tables, specifications will cover in detail, budgets, missiles, manufacturing, engineering, avionics and many more areas of military and civil aviation. The Inventory Issue has been relied on for 25 years as the only complete authoritative source for detailed specifications on U.S. and foreign aircraft, missiles, helicopters and now space vehicles.

YOU BELONG IN THE INVENTORY ISSUE

Over 70,000 key engineering-management men, decision makers in the industry, are eagerly awaiting this important issue. They will read . . . study . . . and refer to the Inventory Issue throughout the year. Here is a rare opportunity to place your sales message in a climate of proven editorial impact. Because of its long use life, you get as a bonus . . . MULTIPLE EXPOSURE . . . of your sales message. In addition, a reader service card is included to facilitate the handling of thousands of inquiries generated by this important issue.

For additional information on this once-a-year opportunity . . . write, wire or better yet phone your AVIATION WEEK district office. Regular space rates apply.

Aviation Week
Including Space Technology

ABP ABC ABC JUNE 1958: 69726

"L" is a Layman,
Outside of our "biz."
Our terms are confusing
Alongside of his.

It's true. The advertising profession has terminology that's as confusing to the layman as medical phrases are to most of us. Cumes, cost per M and average aud. mean nothing to him.

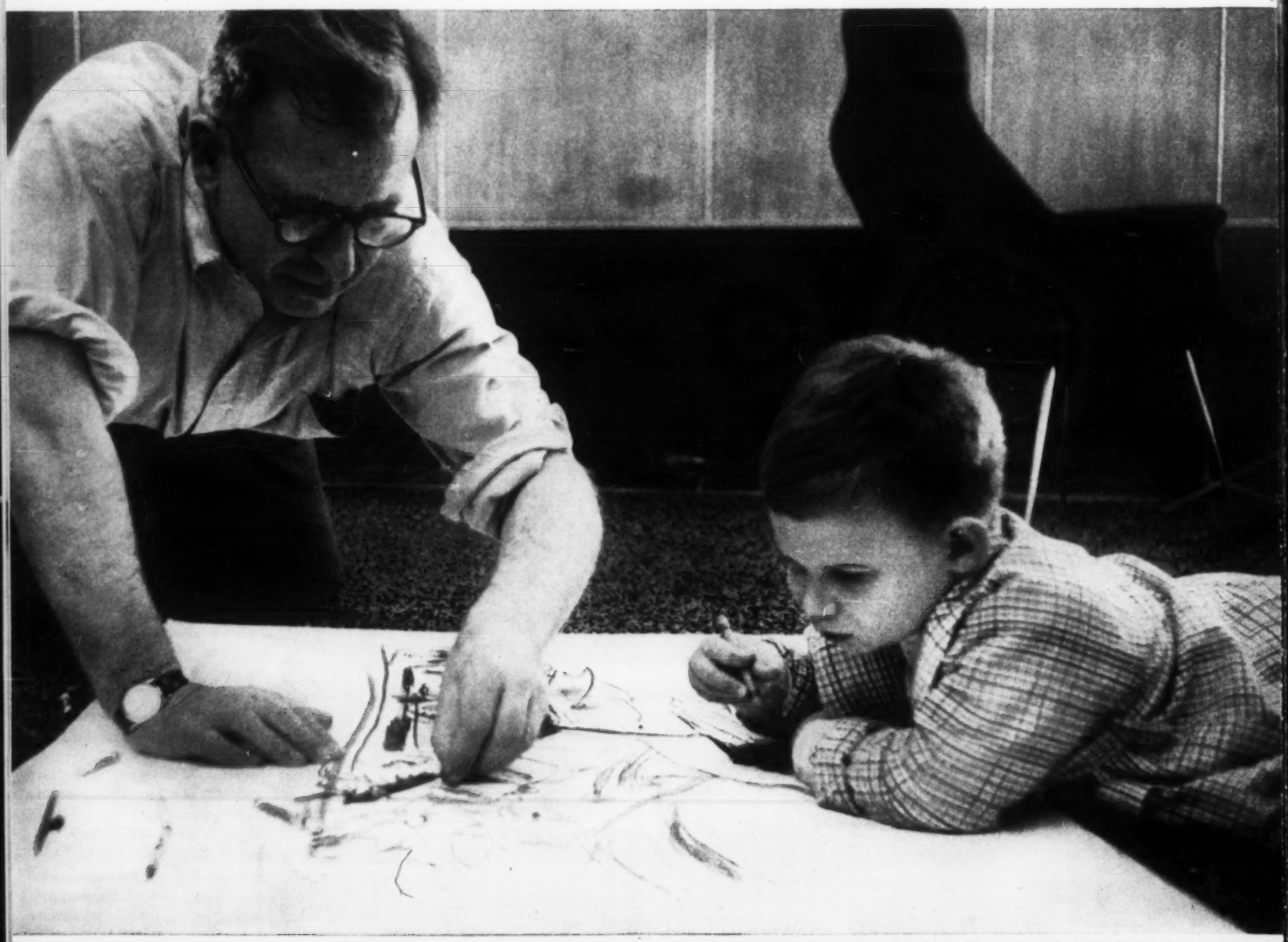
Furthermore, all the layman knows about media selection comes through preference: whether specific media meet his own individual tastes.

For more than 36 years, KHJ Radio, Los Angeles, has been programming with an eye toward satisfying those tastes. We believe that complete penetration of any market can only be achieved through penetration of each individual mind.

To that end, KHJ's FOREGROUND SOUND features news, commentary, sports, drama, discussion, variety and quiz programs designed to hold the layman's attention not only during the program but through the commercials within and around it.

Never underestimate the variety of the laymen's tastes in Greater Los Angeles. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



Architect Eero Saarinen and his son, Eames, from the September 30, 1958, issue of Look

this Wonderful thing about families

They can teach him to draw in school, but nothing will inspire a budding artist so much as his father's guidance. And there are things a boy will learn here at home that aren't taught in schools. The big things. The basic truths.

A family is a place to find out. Through it, each member's special knowledge is passed on to the others . . . each life enriched. In millions of homes, one point of departure for this exchange of knowledge is Look Magazine. For whatever the subject—whether it's art or artichokes, hula hoops or a revolution in Asia—LOOK talks the language of every member of the family . . . is read by every member . . . men and women and teenagers.

LOOK's audience of 27,900,000 readers is concentrated more among people in families with children than is the audience of any other major magazine. Through its accent on human values, the warmth and variety of its exciting story of people, LOOK has won a unique place in the minds and hearts of America's families. And it is the family that sets the pattern of American thought and action . . . that holds the key to success for American business.

AMERICA'S FAMILY MAGAZINE **LOOK**—*the exciting story of people*

January Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages		Total Advertising, in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
General Farm Publications						
§American Agriculturist (sm)	21.8	17.2	379.2	357.4	15.885	12.572	276.901	260.324	14.284	11.034
§Arizona Farmer-Ranchman (bw)	45.8	49.0	830.7	852.9	34.688	37.166	628.275	644.866	33.098	35.561
Arkansas Farmer (mon)	9.0	11.0	9.0	11.0	6.833	8.330	6.833	8.330	5.834	6.743
§California Farmer: (bw)										
Northern Edition	30.2	23.2	583.5	576.9	16.473	17.594	437.647	436.174	15.455	15.823
Southern Edition	32.6	21.4	572.6	538.2	17.764	16.169	422.605	406.906	15.990	14.426
Average 2 Editions	31.4	22.3	578.0	557.5	17.118	16.881	430.126	421.540	15.722	15.125
Capper's Farmer (mon)	36.8	44.1	36.8	44.1	15.799	18.903	15.799	18.903	14.570	17.520
Colorado Rancher & Farmer (sm)	17.8	19.6	17.8	19.6	13.471	14.852	13.471	14.852	12.211	13.421
Dakota Farmer (sm)	40.3	34.8	40.3	34.8	31.581	27.295	31.581	27.295	29.590	26.007
Electricity on the Farm (mon)	7.1	6.9	7.1	6.9	2.457	2.487	2.457	2.487	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	32.8	23.1	32.8	23.1	14.075	13.761	14.075	13.761	11.906	11.479
‡Southwestern Edition	31.8	30.8	31.8	30.8	13.646	13.203	13.646	13.203	11.200	10.743
Average 2 Editions	32.4	31.6	32.4	31.6	13.907	13.543	13.907	13.543	11.630	11.192
Farm Journal: (mon)										
‡Central Edition	53.6	59.7	53.6	59.7	22.993	25.590	22.993	25.590	20.725	23.413
‡Eastern Edition	54.8	54.3	54.8	54.3	23.491	23.301	23.491	23.301	21.223	21.124
‡Southern Edition	46.8	50.0	46.8	50.0	20.061	21.445	20.061	21.445	17.793	19.268
‡Western Edition	59.3	52.3	59.3	52.3	25.425	22.447	25.425	22.447	23.157	20.270
Average 4 Editions	53.6	54.1	53.6	54.1	22.993	23.196	22.993	23.196	20.725	21.019
Farm Management (mon)	14.9	19.2	14.9	19.2	6.587	8.257	6.587	8.257	6.587	8.257
‡†Farm Quarterly (q)	74.2	71.2	326.2	313.0	34.280	32.894	150.704	144.606	33.195	31.778
§The Farmer (sm)	45.1	35.3	994.9	968.9	35.372	27.711	780.026	759.623	29.646	23.113
Farmer-Stockman: (mon)										
‡Oklahoma Edition	29.7	27.0	29.7	27.0	12.273	11.606	12.273	11.606	11.436	10.200
‡Texas Edition	28.6	22.2	28.6	22.2	12.250	9.545	12.250	9.545	10.963	8.139
Average 2 Editions	29.2	24.7	29.2	24.7	12.487	11.076	12.487	11.076	11.200	9.170
Georgia Farmer (mon)	9.5	11.8	9.5	11.8	7.204	8.900	7.204	8.900	5.904	8.236
‡Indiana Farmer (mon)	10.3	15.7	10.3	15.7	8.060	12.330	8.060	12.330	6.391	9.924
Iowa Farm & Home Register (mon)	15.2	14.5	15.2	14.5	15.263	14.553	15.263	14.553	14.888	14.178
§Iowa Farm Bureau Spokesman (w)	50.2	39.4	589.7	542.8	50.953	40.010	598.323	551.741	48.070	36.540
§Kansas Farmer (sm)	15.4	14.9	428.9	455.6	11.735	11.298	325.984	346.263	9.242	9.239
Kentucky Farmer (mon)	13.6	19.3	13.6	19.3	11.644	15.129	11.644	15.129	10.653	13.836
Michigan Farmer (sm)	43.3	37.1	43.3	37.1	33.248	28.488	33.248	28.488	28.370	24.012
Minnesota Farmer (mon)	11.4	8.0	11.4	8.0	8.964	6.333	8.964	6.333	8.376	5.941
Mississippi Farmer (mon)	4.9	9.5	4.9	9.5	3.697	7.162	3.697	7.162	3.061	6.274
§Missouri Ruralist (sm)	17.0	11.0	467.6	530.7	12.890	8.371	355.352	403.364	—	—
Montana Farmer-Stockman (sm)	38.2	33.6	38.2	33.6	28.872	25.386	28.872	25.386	21.382	18.638
Nebraska Farmer (sm)	112.4	53.2	112.4	53.2	85.040	40.244	85.040	40.244	68.529	31.716
§New England Homestead (sm)	19.0	20.9	469.7	388.4	13.513	14.063	328.964	271.878	9.036	9.445
New Jersey Farm & Garden (mon)	26.0	39.6	26.0	39.6	11.685	17.822	11.685	17.822	8.668	13.680
New Mexico Farm & Ranch (mon)	12.2	7.1	12.2	7.1	9.229	5.404	9.229	5.404	9.075	5.292
Ohio Farmer (sm)	63.7	46.6	63.7	46.6	48.953	35.786	48.953	35.786	43.390	30.140
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	17.6	12.7	456.5	424.0	13.321	9.601	345.162	320.582	12.192	8.607
The Oregon Farmer	16.9	12.7	422.8	386.0	12.752	9.604	319.609	291.845	11.623	8.610
The Utah Farmer	17.8	12.3	442.7	437.0	13.457	9.329	324.675	330.431	12.328	7.943
The Washington Farmer	17.6	13.0	449.6	404.2	13.278	9.848	339.876	305.559	12.149	8.854
§Pennsylvania Farmer (sm)	17.1	19.3	523.6	503.1	13.121	14.806	402.165	386.355	9.919	12.383
Prairie Farmer: (sm)										
‡Illinois Edition	71.6	62.1	71.6	62.1	52.110	45.232	52.110	45.232	42.550	35.989
‡Indiana Edition	67.6	61.0	67.6	61.0	49.200	44.410	49.200	44.410	39.640	35.167
Average 2 Editions	69.6	61.5	69.6	61.5	50.655	44.821	50.655	44.821	41.095	35.578
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	46.5	57.1	46.5	57.1	31.666	38.886	31.666	38.886	29.119	36.453
‡Ga.-Ala.-Fla. Edition	47.1	55.5	47.1	55.5	32.036	37.747	32.036	37.747	29.290	35.251
‡Ky.-Tenn.-W. Va. Edition	44.2	49.9	44.2	49.9	30.077	33.939	30.077	33.939	27.856	31.988
‡Miss.-Ark.-La. Edition	43.7	48.5	43.7	48.5	29.745	33.041	29.745	33.041	27.284	30.803
‡Texas Edition	45.7	51.8	45.7	51.8	31.094	35.261	31.094	35.261	27.647	31.939
Average 5 Editions	45.5	52.6	45.5	52.6	30.924	35.775	30.924	35.775	28.239	33.287
§*Rural New-Yorker: (sm)										
New York-New Eng. Edition	15.3	—	140.8	—	11.995	—	110.206	—	9.335	—
Penn.-N.J.-Delmarva Ed.	14.5	—	130.1	—	11.352	—	101.996	—	8.863	—
Southern Planter (mon)	17.9	20.7	17.9	20.7	12.540	14.478	12.540	14.478	11.576	13.108
Successful Farming (mon)	55.9	47.1	55.9	47.1	25.177	21.203	25.177	21.203	23.380	19.418
Tennessee Farmer & Homemaker (mon)	11.1	12.2	11.1	12.2	8.664	9.622	8.664	9.622	7.769	8.480
Wallaces' Farmer (sm)	78.9	61.6	78.9	61.6	61.833	48.280	61.833	48.280	51.737	38.858
§Weekly Star Farmer: (w)										
Kansas Edition	8.0	6.4	187.3	163.8	19.939	15.785	461.519	403.713	8.327	7.163
Missouri Edition	8.1	6.5	194.5	171.7	20.146	16.189	479.244	423.033	8.258	7.652
Okla.-Ark. Edition	6.5	5.7	164.2	150.3	16.234	14.096	404.517	370.471	6.383	6.998
Average 3 Editions	8.2	6.2	182.0	161.9	18.773	15.357	429.653	399.072	7.656	7.271
Western Farm Life: (sm)										
‡Regular Edition	22.0	29.2	22.0	29.2	17.324	22.908	17.324	22.908	9.157	16.803
‡Colorado Edition	51.6	59.6	51.6	59.6	40.473	46.692	40.473	46.692	22.079	31.244
Average 2 Editions	36.8	44.3	36.8	44.3	28.898	34.800	28.898	34.800	15.618	24.023
Wisconsin Agriculturist & Farmer (sm)	47.1	40.0	47.1	40.0	36.940	31.394	36.940	31.394	35.432	29.475
Wyoming Stockman-Farmer (mon)	38.8	37.2	38.8	37.2	29.386	28.168	29.386	28.168	21.574	21.853
Total Group	1,003.4	916.2	1,003.4	916.2	682.991	614.017	682.991	614.017	585,454	519,306

§ Not included in totals; figures shown are for December issues as January figures were not available as this issue went to press. ‡ Not included in totals. † Published quarterly in March, June, September and December; figures shown are for the January issue and cumulative figures shown are for March through December 1958. ‡ Formerly known as the Indiana Farmer's Guide. * Four issues in December 1958; two issues in December 1957.

	Total Advertising, in Pages		Total Advertising, in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Farm Organizations & Education						
Agricultural Leaders' Digest (mon)	10.8	15.1	10.8	15.1	4.646	6.479	4.646	6.479	4.646	6.479
Better Farming Methods (mon)	15.2	24.0	15.2	24.0	6.532	10.304	6.532	10.304	6.103	9.875
California Farm Bureau Monthly (mon) §	9.7	11.4	9.7	11.4	7.364	8.596	7.364	8.596	7.042	8.162
Cooperative Digest (mon)	3.5	5.8	3.5	5.8	1.470	2.567	1.470	2.567	1.470	2.567
County Agent & Vo-Ag Teacher (mon)	35.2	36.7	35.2	36.7	15.079	15.738	15.079	15.738	15.079	15.738
Michigan Farm News (mon)	2.1	2.4	2.1	2.4	5.003	5.532	5.003	5.532	4.521	4.952
Missouri Farmer (mon)	10.7	10.6	10.7	10.6	4,493	4,462	4,493	4,462	3.877	3,745
Nation's Agriculture (mon)	8.8	6.6	8.8	6.6	3,965	3,079	3,965	3,079	—	—
National 4-H News (mon)	15.8	9.1	15.8	9.1	6.635	3,810	6.635	3.810	6,635	3,810
Ohio Farm Bureau News (mon)	7.1	9.7	7.1	9.7	1,065	1,455	1,065	1,455	—	—
§Washington Grange News: (sm)										
East Edition	7.7	7.5	49.3	41.1	8,313	8,169	53,505	44,741	7,952	7,945
West Edition	7.6	6.9	45.7	37.7	8,277	7,511	49,599	41,030	7,916	7,287
Average 2 Editions	7.6	7.2	47.4	39.4	8,295	7,840	51,552	42,885	7,934	7,616
Total Group	118.9	131.4	118.9	131.4	56,252	58,505	56,252	58,505	49,373	55,328

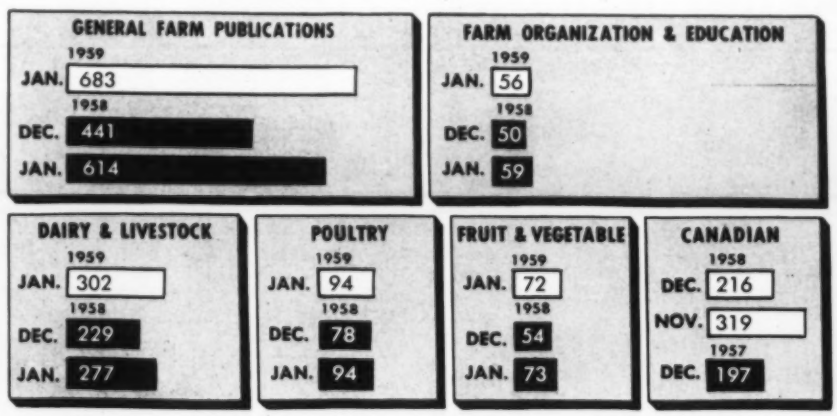
§ Not included in totals; figures shown are for December issues as January figures were not available as this issue went to press. Commenced publishing sectional editions with the September 1958 issue.

	Total Advertising, in Pages		Total Advertising, in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Dairy & Livestock						
Breeder's Gazette (mon)	12.8	14.7	12.8	14.7	5,479	6,300	5,479	6,300	4,842	5,346
‡The Cattleman (mon)	94.5	78.0	94.5	78.0	39,694	32,722	39,694	32,722	14,396	13,416
§†Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Jrnl.	28.6	28.2	414.1	472.8	60,980	60,119	883,022	1,006,308	31,567	34,790
Kansas City Daily Drovers Telegram	25.5	23.2	408.5	446.9	54,317	49,357	869,408	951,078	24,899	28,888
Omaha Daily Journal-Stockman	31.5	31.2	461.5	498.9	67,158	66,476	982,173	1,061,747	40,945	45,326
St. Louis Daily Livestock Reporter	21.6	18.3	298.9	332.6	45,900	39,003	636,065	707,789	25,393	22,187
†Dairymen's League News (bw)	11.5	10.4	193.0	185.8	8,365	7,561	140,531	135,285	7,728	6,791
Florida Cattleman (mon)	73.3	74.0	73.3	74.0	30,800	31,031	30,800	31,031	12,544	30,790
Hoard's Dairyman (sm)	62.0	47.9	62.0	47.9	45,166	34,874	45,166	34,874	39,539	30,049
*Livestock Breeder Journal (mon)	55.5	77.7	55.5	77.7	23,191	29,568	23,191	29,568	3,206	2,835
National Hog Farmer (mon)	12.3	11.2	12.3	11.2	12,485	11,382	12,485	11,382	11,750	9,750
National Live Stock Producer (mon)	13.4	11.3	13.4	11.3	10,118	8,257	10,118	8,257	9,893	7,873
Western Dairy Journal (mon)	42.3	47.6	42.3	47.6	18,146	20,044	18,146	20,044	8,122	10,024
Western Livestock Journal: (mon)										
Mts. & Plains Edition	111.3	88.2	111.3	88.2	47,755	37,859	47,755	37,859	11,635	10,466
Pacific Slope Edition	161.0	162.6	161.0	162.6	69,068	69,735	69,068	69,735	16,764	15,040
Western Livestock Reporter (w)	39.6	31.2	39.6	31.2	39,876	27,745	39,876	27,745	15,502	16,839
Total Group	583.5	566.4	583.5	566.4	302,084	276,795	302,084	276,795	133,797	139,012

§ Not included in totals; figures shown are for December issues as January figures were not available as this issue went to press. † 22 issues in December 1958; 21 issues in December 1957. ‡ Two issues in December 1958; three issues in December 1957. * Formed by merger in December 1957 of the Breeder-Stockman and Southern Livestock Journal; beginning with the July issue the eastern and southern sections were consolidated into one edition. ||| Four issues in January 1959; five issues in January 1958. ‡ Not included in totals.

Farm Linage Trend

Figures in thousands



	Total Advertising, in Pages		Total Advertising, in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Poultry						
American Poultry Journal: (mon)						
‡Egg Producer Eastern Ed.	29.9	31.7	29.9	31.7	12.849	13.590	12.849	13.590	7.346	6.538
‡Egg Producer Midwest Ed.	29.2	32.5	29.2	32.5	12.551	13.942	12.551	13.942	7.814	6.890
‡Egg Producer Southern Ed.	33.0	34.1	33.0	34.1	14,177	14,619	14,177	14,619	7,186	7,424
‡Egg Producer Pacific Ed.	29.0	29.7	29.0	29.7	12,401	12,723	12,401	12,723	7,186	7,311
††Broiler Producer Edition	15.4	—	15.4	—	6,585	—	6,585	—	6,083	—
††Turkey Producer Edition	13.3	—	13.3	—	5,700	—	5,700	—	1,331	—
Average 6 Editions (or 4)	25.0	31.6	25.0	31.6	10,711	13,559	10,711	13,559	6,315	6,877
Broiler Growing (mon)	33.9	34.5	33.9	34.5	14,556	14,810	14,556	14,810	11,553	11,804
Everybodys Poultry Magazine (mon)	39.2	34.1	39.2	34.1	16,829	14,627	16,829	14,627	10,597	8,047
§‡Georgia Poultry Times (w)	28.2	23.9	247.7	211.5	30,184	25,494	378,734	330,278	27,264	23,336
§The Poultryman: (w)										
New Jersey Edition	27.1	17.0	321.6	370.0	29,357	18,482	347,923	401,461	7,168	8,286
New England Edition	19.7	18.0	229.3	257.8	21,346	19,562	248,861	279,749	2,720	1,844
National Edition	15.4	13.3	186.3	208.0	16,732	14,428	202,159	225,693	8,946	6,195
Dixie Edition	15.5	14.0	192.8	216.5	16,802	15,230	209,174	234,943	—	74
Poultry Tribune: (mon)										
‡Eastern Edition	45.2	39.8	45.2	39.8	19,394	17,075	19,394	17,075	12,042	10,155
‡Midwest Edition	44.6	37.2	44.6	37.2	19,124	15,975	19,124	15,976	12,518	10,159
‡Pacific Edition	51.4	43.0	51.4	43.0	22,059	18,440	22,059	18,440	13,450	10,103
‡Southeast Edition	52.7	44.0	52.7	44.0	22,628	18,886	22,628	18,886	13,969	11,019
‡Southwest Edition	45.4	37.5	45.4	37.5	19,498	16,105	19,498	16,105	11,208	9,703
Average 5 Editions	47.9	40.3	47.9	40.3	20,540	17,296	20,540	17,296	12,637	10,227
Turkey World (mon)	73.2	78.7	73.2	78.7	31,409	33,746	31,409	33,746	17,596	18,119
Total Group	219.2	219.2	219.2	219.2	94,045	94,038	94,045	94,038	58,698	55,074

‡ Not included in totals. † Commenced publication with the September 1958 issue. § Not included in totals; figures shown are for December issues as January figures were not available as this issue went to press. ‡ Five issues in December 1958; four issues in December 1957.

	Total Advertising, in Pages				Total Advertising, in Lines					
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957
Fruit & Vegetable										
American Fruit Grower (mon)	32.9	32.8	32.9	32.8	14,212	14,161	14,212	14,161	13,841	13,752
American Vegetable Grower (mon)	27.3	25.9	27.3	25.9	11,783	11,178	11,783	11,178	11,548	11,044
California Citrograph (mon)	19.2	21.1	19.2	21.1	12.894	14,224	12,894	14,224	12,642	13,916
Florida Grower & Rancher (mon)	27.5	27.7	27.5	27.7	18,745	18,839	18,745	18,839	17,009	17,384
Vegetable Growers Messenger (bm)	6.5	8.1	6.5	8.1	2,730	3,402	2,730	3,402	—	—
Western Fruit Grower (mon)	28.5	27.1	28.5	27.1	11,970	11,382	11,970	11,382	11,970	11,382
Total Group	141.9	142.7	141.9	142.7	72,334	73,186	72,334	73,186	67,010	67,478

	Total Advertising, in Pages				Total Advertising, in Lines					
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957
Canadian (December)										
Country Guide (mon)	20.9	22.5	378.8	381.8	15,072	16,219	272,764	274,932	—	—
Family Herald (w)	56.3	43.9	917.2	876.1	54,949	42,832	894,361	854,291	35,410	27,788
Farmer's Advocate & Canadian Countryman (sm)	32.1	27.0	502.6	502.4	22,497	18,908	351,789	351,663	14,484	10,502
†Free Press Prairie Farmer (w)	63.8	56.2	1,089.5	1,126.5	66,977	58,958	1,143,964	1,182,846	23,684	24,839
Le Bulletin des Agriculteurs (mon)	26.4	29.4	662.5	674.4	18,469	20,582	435,461	472,363	18,469	20,582
Western Producer (w)	35.3	36.7	657.8	607.2	37,784	39,313	703,833	649,691	20,668	22,673
Total Group	234.8	215.7	4,208.4	4,168.4	215,748	196,812	3,802,172	3,785,786	112,715	106,384

† Five issues in December 1958; four issues in December 1957.

Photograph, from an advertisement in FACTORY, courtesy Clark Equipment Company.

LIFT TRUCKS

(conveyors, cranes, hoists, materials handling equipment of all kinds)

AS ADVERTISED AND SOLD IN

FACTORY

Plant men who buy lift trucks, and maintenance tools, and air conditioning, and what-have-you read FACTORY religiously because of all business publications, *it alone concentrates on better management*—with ideas-and-equipment—*for better production and maintenance.* Only FACTORY gives *management* help to the men who "plan-equip-operate-maintain"...the men who run the plant. So advertise here first to get on industry's "shopping list." Then use FACTORY imaginatively to stimulate plant problem-solving . . . with your own ideas-and-equipment . . . to incite big, new *sales development.* The kind of plant sales triggered only by plant management. FACTORY, *A McGraw-Hill Publication,* (ABC, ABP), 330 West 42nd St., New York 36, N. Y.

PHOTO REVIEW OF THE WEEK

MacLean Burton Seamon Fidler

IDEA MAN—*Mayo Seamon, El Paso Times & Herald-Post, receives the annual Scripps-Howard Newspapers advertising award for the best idea of the year from H. H. MacLean, assistant to the director of general advertising of the newspaper chain. Looking on are Jerry F. Burton, assistant to the director in charge of the retail division, and Lewis S. Fidler, director of general advertising.*

Hirsch Brennan Hull

TIMERS—*The St. Louis bus clock being checked here represents the first time advertising clocks have been installed on buses in the U. S., according to Hirsch, Tamm & Ullman, St. Louis. Old Judge Coffee Co. is promoting its new "convenience" via car cards, radio and tv. The inspectors are Carl F. Hull, president, and James L. Brennan, sales and advertising director, Old Judge, and Maurice L. Hirsch, president of the agency.*

NEW SIZE—*T. R. Gettelman, president, and "Fritzie," of A. Gettelman Brewing Co., Milwaukee, get together to check Gettelman's new 12-pack of 12-oz. cans.*

Stuart Collier Adair Cundall

ELECTED—*New officers of the Milline Club of San Francisco are Russ Collier, Foote, Cone & Belding, president; Alan Cundall, Botsford, Constantine & Gardner, vp; Charles Stuart, Bank of America, treasurer, and Fred Adair, Headley-Reed Co., secretary. The club is limited to 100 members, with 25 each from broadcast and print media, agencies and advertisers.*

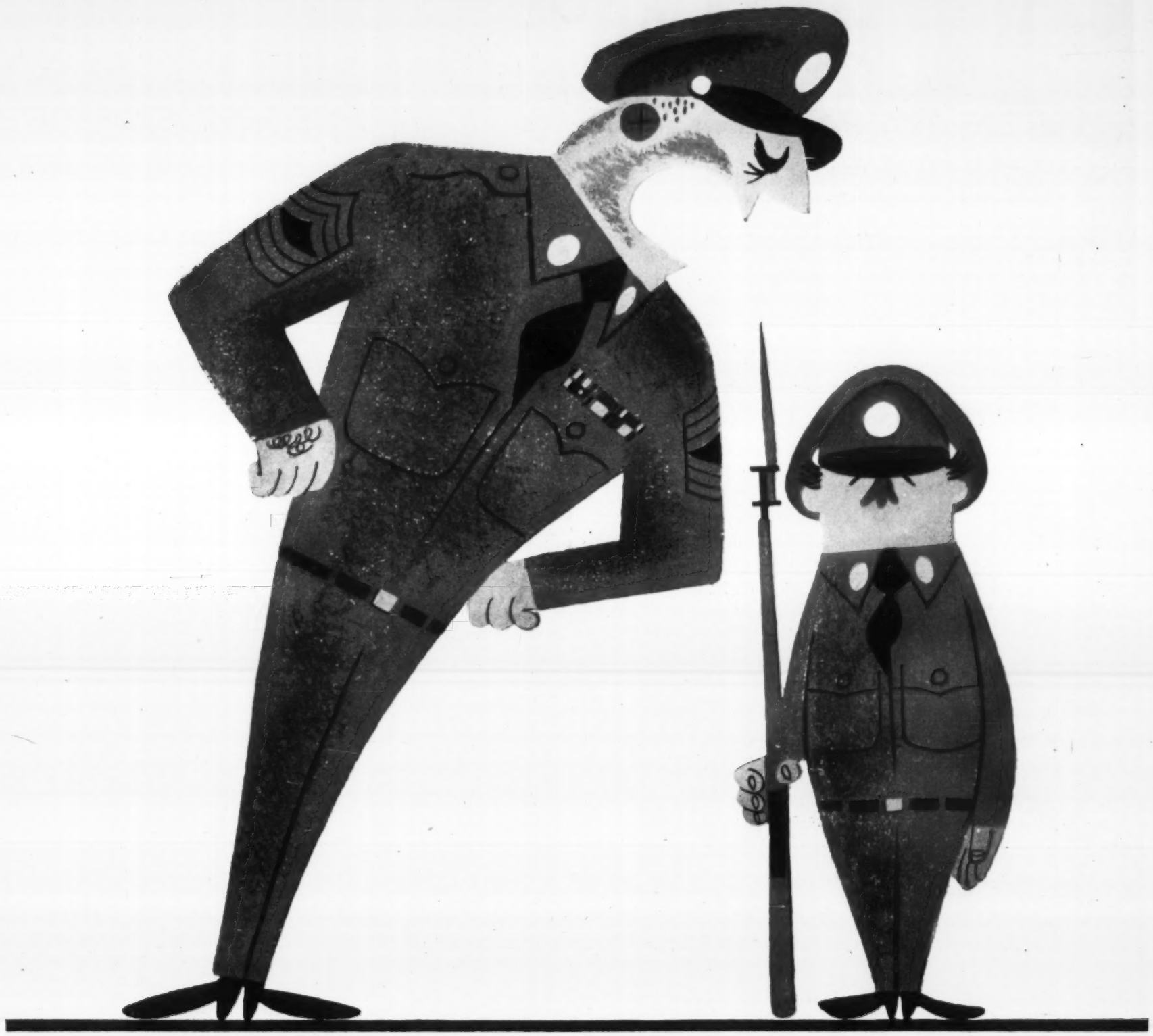
SYMBOL—*"It's Fun to Be a Fan" is the theme for suggested newspaper ads, posters, radio and tv spots, etc., developed for the National Assn. of Professional Baseball Leagues by Byer & Bowman Advertising Agency, Columbus, O., for use in promoting minor leagues.*

Wilhelm Rasmussen Dierker Thees Henly MacLean Adams Stone Green Huddleston Smith Lofton Urdang Kurz

TAKE TEN—*Relaxing between sessions at the Newspaper Advertising Executives Assn. national convention in Chicago are Dean Wilhelm, South Bend Tribune; Milt Rasmussen, Parade; Edward Dierker, Dayton Newspapers; Jack Thees, New York Herald-Tribune; Wayne Henly, Avalanche and Journal, Lubbock, Tex.; H. H. MacLean, Scripps-Howard Newspapers; Stan Adams, Gary Post-Tribune; Grant Stone, Cleveland Press; Monroe Green, New York Times; Thomas Huddleston, Shreveport Journal; William Smith, Des Moines Register & Tribune; Robert Lofton, Daily Telegram, Columbus, Neb.; Barry Urdang, Philadelphia Bulletin, and Walter Kurz, Chicago Tribune.*

Fenn Burns Garner Alexander Gore Knapp Barnhill Hall Newmyer Callender Sykes Schneider Maher

TOTAL SELLING—*Members of Newspaper Advertising Executives Assn. hash over plans to put over the newspaper field's "Total Selling" promotions in 1959. Shown here are Charles Fenn, James Burns and James Alexander, Free Press, London, Ont.; W. J. Garner, Examiner, Peterborough, Ont.; Budd Gore and Arthur Hall, Chicago Daily News; Paul Knapp, Fort Wayne Newspapers; Les Barnhill, Miami Herald; L. F. Newmyer and Edward Maher, Toledo Blade; John Callender, Gazette, Cedar Rapids, Ia.; W. F. Sykes, Oklahoma City Oklahoman and Times; and Don L. Schneider, Dallas Times Herald.*



Command attention for your promotional materials with

TELEGRAM-PLUS SERVICE

Sure way to get the attentive examination every successful promotion needs! *Telegram-Plus Service* delivers your booklet, sample of new merchandise, *any material*, with a telegram attached . . . right into the hands of the persons on your list. Just provide the materials to be delivered, telegraph message and address list . . . in one or many markets. Western Union does the rest.

WIRE US COLLECT! We'll deliver the full story—*fast*—on this *fast*, attention-getting service. Address: Western Union, Special Services Division, Dept. 2C, New York, New York.

WESTERN UNION
Special Services Division

TUCSON

Tucson has just completed its

BEST BUSINESS YEAR IN HISTORY!

Bank Debits climbed to a new record high of $7,302,799,720.00. A Gain of 12% over 1957.

Source: Tucson Clearing House Association

The Arizona Daily Star Tucson Daily Citizen

MORNING & SUNDAY EVENING

2 Independent Newspapers Produced in the Same Plant

Represented Nationally by Cresmer & Woodward, Inc.

IF YOU WANT TO COVER ARIZONA, THE STAR & CITIZEN ARE A *MUST!*

Stanfield, Johnson Acquires Ferguson Agency; Adds Two

Stanfield, Johnson & Hill, Toronto, has acquired George Ferguson & Associates, a Montreal agency. George Ferguson has joined Stanfield, Johnson, as Montreal-based vp.

The agency, meanwhile, has been appointed to handle advertising for Reynolds Aluminum Co. of Canada Ltd., Montreal, and Standard Motor Co. (Canada) Ltd., marketer of Vanguard and Triumph cars. Ardiel Advertising, Toronto, previously handled Standard Motor. All divisions of the Reynolds Ltd. account are moving back to Stanfield, Johnson after a year and a half with McKim Advertising. Stanfield formerly handled the account from early 1956 to August, 1957.

Two Name W. B. Doner Inc.

W. B. Doner Inc., Milwaukee, has added two accounts: The Grand, Milwaukee women's ready-to-wear store, and Knippel-Selig Ford, Wisconsin Ford dealer.

TEMPTING—*This ad is the first of a series in a new campaign by James G. Gill Co., Norfolk. The 1,000-line ad runs in newspapers in Virginia, North and South Carolina in both color (red & black) and b&w. Cargill, Wilson & Acree, Richmond, is the agency.*

THIS DELIVERY OFFICIALLY PUTS 516,500 PEOPLE IN THE BIG, EVER-GROWING ST. PAUL MARKET!

Handle with care, gentlemen—this is not just any old county. It's the one that officially puts 516,500 prosperous customers in the St. Paul "Half" of the Twin Cities Metropolitan Area . . . and nudges retail sales in our "half" up to 629 MILLION DOLLARS A YEAR!

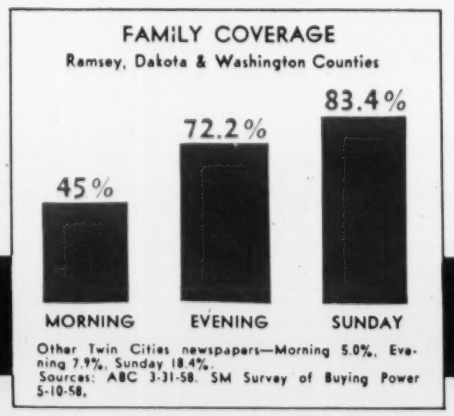
With the U. S. Census Bureau's unqualified okay, Washington county now joins Ramsey and Dakota to make up a three-county St. Paul Market that's on the grow from border to border.

New retailing potentials are blossoming as never before. Dayton's, Inc., and Sears are already in the blueprint stage of revamping St. Paul's loop into a shopper's mecca of bigger-than-ever proportions. Acres of real estate are being gobbled up for industrial expansion and sprawling shopping centers. Super highways, now on the drawing boards, will soon be pointing the way to St. Paul for thousands of additional cars filled with shoppers.

If your advertising program isn't already geared to cash in on this mushrooming market, now's the time to make your move to the one and only newspaper to blanket every rich inch of it . . . the St. Paul Dispatch-Pioneer Press. NO OTHER NEWSPAPER does more than scratch the surface.

Whether you rely on the power of black-and-white or the impact of blazing color . . . St. Paul belongs on your "A" schedule!

And 1 newspaper offers unchallenged blanket coverage



ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

REPRESENTATIVES
RIDDER-JOHNS, INC.
NEW YORK - CHICAGO - DETROIT
SAN FRANCISCO - LOS ANGELES
ST. PAUL - MINNEAPOLIS

Supers Losing Sight of Low-Cost Appeal, Pet's Henry Says

EAST LANSING, MICH., Jan. 20—Too many supermarkets have become so "standardized, elaborate, and so similar and monotonous" they could lose sight of the very thing that has made them so successful—the appeal of low prices, W. R. Henry, trade relations director of Pet Milk Co., said in a speech at Michigan State University yesterday.

Mr. Henry, speaking before the curriculum on food distribution, attributed the current growth of the "bantam super" to its ability to be competitive in price with the larger operator.

"Price alone, however, is not the key to successful retailing or wholesaling," Mr. Henry said. He named location, quality, variety, parking facilities, advertising, lighting, cleanliness and courtesy as other important factors.

He stressed the role of turnover in formulating supermarket pricing and profit structure.

■ He said that although turnover times the margin is the accepted formula for determining the true supermarket profit picture, "the increased emphasis being given to margins, coupled with the de-emphasis of turnover, could lead to serious consequences, if pursued too far."

He demonstrated the Pet calculator, a device which his company has made available to the food industry. It is used to find quickly the cost of a single package when wholesale costs and pack are known; to find the selling price if margin percentage desired is known, and for figuring inventory on selling price or cost price. #

Hotel New Yorker to Fairfax

Hotel New Yorker, New York, has appointed Fairfax Inc., New York, to handle its advertising. Harry Atkinson Advertising, Chicago, is the previous agency of record.

This Man Is Your Neighbor

This advertisement reprinted from The Kansas City Star

THIS man is going to work. His job is at The Star. If you could see his face, you'd recognize him as one or your neighbors. Like as not, he lives up the street a way. His kids scrimmage along the curb and pop away at basketball hoops and listen to Ricky Nelson, just as yours do. Your wives belong to the same church circle and P.-T. A. group. You see him shoveling snow, mowing the lawn, busy with home chores. He may be on your bowling team. Maybe you golf, hunt and fish together. You agree with him taxes are a pain in the neck, but so what? You're carrying Uncle Sam and the whole economy on your back, aren't you?

What is the man's job at The Star? Maybe he's a printer who sets the news and ads or makes up type in page form. Maybe he's a stereotyper who converts flat type pages into curved, shell-like plates. Maybe he's a pressman who locks the plates on the presses in the crashing pressroom roar where the webs of paper race endlessly.

Maybe he's a newsman who in twenty minutes or less will go out on a murder or drug addiction story. Or he may cover a fire, a plane crash, motor car smashup, Chamber of Commerce speech or basket ball tournament. Perhaps he'll interview Mr. Big between planes at Municipal airport.

Maybe he's an editor or re-write man. Maybe he's a photographer, engraver, mailer, artist or business office worker. Maybe he's an ad man who works with big and little merchants in their selling problems.

He may even be the member of The Star's janitor force who last spring, entirely on his own resources, went to Europe to visit relatives and childhood scenes. He didn't win the trip on "People Are Funny" or "Price Is Right," either. He brought it off himself.

Whoever your neighbor at The Star is, he's an indispensable member of the team that collects the news and gets it to you in the liveliest, most readable and entertaining form possible.

Yes, he must be a neighbor of yours, for there are nearly 1,800 of him. If he doesn't live next door, he's bound to live around the corner or in the next block. If you don't know him, get acquainted. You'll have lots in common. He's a booster for Kansas City, too—proud of its attractions and growth, alert to anything and everything that affects his job, his family, his town, his industry.

There's a lot of machinery and metal and bricks and pressure at 1729 Grand Avenue, home of The Star. Getting out a newspaper is a complicated, high-speed job. But it's a neighborly job and this man takes pride in it. Through The Star, to the best of his ability, he is serving you, his neighbor.

A New Year—A New Opportunity to Serve

The Kansas City Star is pleased to report that it is in better position to serve advertisers than ever before.

Business, editorial and reportorial staffs have been strengthened and augmented. The Star is abreast of latest advancements in production, handling and distribution of newspapers. Its newsprint warehouse has been enlarged to nearly double its original capacity. A rail siding and unique conveyor system make it possible to take paper from a boxcar, transport it through a tunnel under Grand avenue to The Star and actually have it on the presses in less than thirty minutes.

On February 1 The Star adds This Week magazine as a regular part of its Sunday paper, opening to Star readers a new, exciting field of entertainment and information.

Advertisers also will be interested to learn that The Star enters the new year with 4,000 more subscribers than a year ago.

THE KANSAS CITY STAR

SOMETIME COMEDIAN—*Photos above and at right sho w Pat Harrington Jr. helping provoke the laughs on the Steve Allen show. And he is a once-a-week re gular on Jack Paar's late night funfest (NBC-TV).*

Versatile Adman . . Pat Harrington

If you watch the Steve Allen and Jack Paar telecasts, you've had a chance to laugh at a quick-witted comedian named Pat Harrington Jr.

If you're a time buyer at Y&R, Esty, JWT, D'Arcy or DCS&S in New York, you've probably had a call from a bustling and bright, young WNEW-TV salesman named Pat Harrington Jr.

Pat Harrington Jr.

If you fit in both categories, you may notice that Salesman Harrington looks a great deal like Comedian Harrington, despite his various tv disguises. He should; it's the same man.

Key figure in the life of the comic is his father, a comedian, who used to operate Club 18 in New York. From his father Pat Jr. absorbed show business know-how and gained experience by getting into the Harrington act. But his father talked young Pat out of a stage career and steered him toward more secure fields.

■ Key figure in the life of the young salesman is NBC's Joe Culligan, who swooped Pat Jr., a Fordham graduate with a master's degree in political philosophy, out of the network mailroom and set him to selling tv in 1955.

Salesman Harrington found tha there existed "hundreds of thousands of dollars' worth of business hanging around Toots Shor's bar" and he began to hang around there too. He spent part of the time swapping ad libs with Comedian Jonathan Winters. When Jonathan subbed for the vacationing Mr. Paar last January, he invited Pat on the program. Pat was such a hit that he was soon a Paar regular, appearing weekly as Guido Panzini, an Italian golf pro. In mid-summer he joined Allen's comedy corps. He rehearses after 5:30 p.m. and on weekends; the working days are devoted to selling.

Mr. Harrington, who left NBC for "better opportunities at WNEW-TV" several months ago emphasizes that he has no intention of deserting sales for show business. He looks on his comedy as an added sales asset. "It's a good gimmick; they know me when I walk in an agency," he says. #

idea... for dealer helps

dramatic 4-color, web-offset broadsides

...Including fast imprinting, drop shipping and mailing

For example: The Skelgas Division of the Skelly Oil Company ordered 425,000 broadsides . . . a 22¼ x 34½" sheet was folded on the press to 8⅜ x 11⅛" and imprinted for 398 different Skelgas dealers. Line copy was received in paste-up form and nine 4-color separations were made from furnished color transparencies. Two featured illustrations, each covering a full 16¼ x 21¾" page required blow-ups from 5 x 7" negatives. The job was produced in runs of approximately 200,000 each to allow Skelgas the convenience of different mailing dates. Each run required only 5 days to print and mail to boxholders and rural route patrons. In addition, drop shipments were made to many dealers.

COMPLETE SERVICE

- From art to mailing
- Intelligent production counseling
- Finest multi-color web-fed offset
- Currently printing program sections of 5 editions of TV Guide Magazine

QUALITY hw ECONOMY

WRITE, WIRE, OR PHONE FOR SAMPLES TODAY

We will gladly furnish estimates according to your specifications

HENRY WURST, Inc.

550 INDUSTRIAL BLVD. • KANSAS CITY 15, KANSAS

Mars Names Displays Maker

Mars Inc. has appointed J. M. Callan Co., Chicago, to develop point of purchase and collateral promotional materials for its candies. Mars has been placing increasing emphasis on point of purchase displays since it first began using them in 1951, according to B. A. Bouchard, Mars vp and director of sales. This year, Mars will offer retailers a series of at least ten island or dump displays with accompanying promotion pieces.

Chemical Specialties to Rader

Chemical Specialties Co., New York, has appointed Kenneth Rader Co., New York, to introduce three new aerosol products in the New York metropolitan area. The first campaign will be for Spra-O-Med, a pushbutton vaporizer for colds and nasal allergies. Radio, tv and newspapers will be used. The company previously did not have an agency.

Waldie & Briggs Adds Athey

Athey Products Corp., Chicago, has appointed Waldie & Briggs, Chicago, to handle its domestic and export advertising. Athey makes trailer equipment for hauling bulk materials, self-powered front end loaders, crawler trailers and other equipment. Thomson Advertising, Peoria, is the previous agency. The account is reported to bill about $100,000.

Borden to Folding Box Assn.

Robert E. Borden, formerly public relations director of Donahue Organization, Chicago pr and fund-raising company, has been appointed director of information of the Folding Paper Box Assn. of America, Chicago. At the association Mr. Borden will be in charge of a pr and promotional program formerly conducted with the aid of outside counsel.

WHAT DOES IT TAKE TO MAKE A SALE?

A Market with Potential . . . And a Medium That Penetrates!

Here's the combination you need . . . the big Columbus, Ohio, market with an average family spendable income of $7,251 and The Dispatch that is read in four out of five homes daily . . . nine out of ten Sunday. Investigate the additional savings afforded by the new Dispatch-Ohio State Journal optional combination rate.

Representatives: O'Mara & Ormsbee, Inc.

Columbus has the buying power... The DISPATCH has the selling power

The Columbus Dispatch

If you want to make a sale...

...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

The 15½ million family members who enjoy Better Homes and Gardens each month (including husbands as well as wives) are thirsty for ideas about living better and how to go about it. And that's exactly what they find in their favorite idea magazine.

Every single page of Better Homes and Gardens is devoted to family service. And what a wide, wide world of interests that covers—not only at home, but away from home, too!

More and more advertisers are discovering the tremendous sales power of BH&G's brand of what-to-do and where-to-get-it ideas. Want proof? See your Better Homes and Gardens representative! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

. . . the family **idea** magazine

NOW OVER 4,500,000 COPIES MONTHLY

Grey's Deckinger Irked by Space Reps Who Don't Call Back

SKYTOP, PA., Jan. 20—The media salesman who takes his sales presentation to media buyers and then fails to follow up his call presents a problem to buyers, Dr. E. L. Deckinger, vp and media director of Grey Advertising Agency, New York, said here last week.

"I like to talk with media salesmen," he told a *TV Guide* national ad sales meeting being held here. "The fellow I get sore at is what I call the 'me too' salesman. After an ad appears in a competing publication, he calls to tell you about his magazine, makes his pitch—then forgets to come back. The most important quality for a salesman is never giving up."

NO EGGHEAD—*Pat Dlouhy serves as a reminder that National Egg Month, sponsored by the Poultry & Egg Nationa Board, will be observed in March.*

■ The Magazine Publishers Assn. and its Magazine Advertising Bureau will conduct an intensive promotion campaign this year to demonstrate the importance of magazines to advertisers, Robert E. Kenyon Jr., president, told the sales meeting.

"We are dedicated to demonstrating these values to advertisers and their advertising agencies on behalf of all magazines this year through research, promotion, advertising and selling of magazines," Mr. Kenyon said.

He asserted that more than 50% of the advertisers who spend $25,000 or more annually use magazines exclusively. No other medium has so many exclusive accounts, he added.

The 1,500 advertisers using magazines exclusively are among 2,600 who spend $25,000 or more annually in major media, Mr. Kenyon told the meeting. Newspapers have about 400 exclusive accounts and network tv about 18.

He listed all the benefits magazines offer advertisers, indicating that the Magazine Advertising Bureau will be telling potential advertisers and agencies this story throughout 1959.

■ The circulation of *TV Guide* has passed the 7,000,000 mark for two consecutive weeks, Publisher James T. Quirk told the meeting Tuesday. Sales of the Dec. 27 issue reached an estimated 7,068,042 and the Jan. 3 issue sold an estimated 7,032,388.

The magazine's previous high was 6,969,673 for the Dec. 20 issue. *TV Guide* is the largest selling weekly magazine in the nation, he noted.

Twenty-three of the magazine's 51 regional editions set new circulation marks with the Jan. 3 issue, including the Lake Ontario and New York metropolitan editions.

TV Guide first passed the 6,000,000 mark in circulation with a December, 1957, issue that sold 6,137,763.

'TV DIGEST' MOVES FROM WASHINGTON TO RADNOR

RADNOR, PA., Jan. 20—*Television Digest*, weekly tv newsletter recently acquired by Triangle Publications, will move its editorial and business headquarters from Washington to the *TV Guide* quarters here.

A news bureau will continue in the Wyatt Bldg. in Washington and a news bureau will be opened in New York.

Editorial and business headquarters for *Television Factbook*, published semi-annually, will also be located in Radnor.

■ James T. Quirk, publisher of *TV Guide*, will also serve as business manager of *Television Digest*, and Merrill Panitt, *TV Guide* editor, will be editorial director of the newsletter. Martin Codel, founder and former publisher of *Television Digest*, will continue as associate publisher. James B. Delehanty, of *TV Guide's* national ad staff, has been named assistant business manager of the newsletter.

At the same time, *TV Guide* has promoted Arthur W. Hunter from its national production staff to advertising production manager. #

Ford Dealer Tries to Sell Cars with Adless Radio Shows

CHICAGO, Jan. 20—How effective can a soft, soft sell be, especially in selling such a traditionally hard-sell item as automobiles?

Power Ford Sales Inc. may have a very definite answer to this question real soon. Last Saturday, Power Ford sponsored 10 15-minute shows on Radio Station WAIT from 8 a.m. to 6 p.m., every hour on the hour. And there was virtually no commercial or attempt to sell cars on any of the shows.

All that identified the sponsor was a short statement on each show to the effect that "the usual commercial time is being relinquished by Power Ford to bring you fine music." No address, phone number or mention of automobiles was made.

■ With this one-day shot Power Ford expects to find out if people will take the time and bother to look up Power Ford in the phone book and drive out to its showrooms.

The experiment is the result of the belief of Power Ford's general manager, John Golden, that soft sell sells better than hard sell. Mr. Golden, who until recently had spent 15 years as an officer in the regular army, was recently brought into Power Ford as a management consultant.

Power Ford has done little advertising, although it has carried out the "soft sell" idea extensively in its promotion material.

Shaffer, Lazarus, LaShay handles the account. #

more people read Sunday than any other magazine

M-48

In Paris . . it's the Eiffel tower . . In Kansas City it's KCMO's "Eye-full" tower

TALLEST SELF-SUPPORTED TOWER IN THE WORLD
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

KCMO-TV and KCMO Radio

KCMO-TV Channel 5—maximum power from the world's tallest self-supported tower—1042 feet above ground for greater coverage.

KCMO-Radio 810 Kc. with a 50,000 watt signal —makes it Mid-America's most powerful station.

represented nationally by The Katz Agency

A community leader in programming, public services and award-winning radio news reporting.

Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.
One of Meredith's All Family Stations

Affiliated with Better Homes & Gardens and Successful Farming Magazines

KCMO tower 1,042 ft.
Eiffel tower 984 ft.
Woolworth Bldg. 792 ft.

Shrimps to Telepathy

A BILLION-ODD YEARS AGO, on the floor of the ocean, the art of advertising was born when some forward-looking shrimps learned to crack their knuckles and some females (God bless 'em—still most sought after by most advertisers) responded. But don't think there wasn't hell to pay.

The sea anemones, and in fact all the frond-waving crowd, said that this new form of advertising was vulgar, disgusting, and a very low form of attention getting. The sea slugs, en masse, decried it as a really dreadful thing to bring noise into a world where there had been no noise before and where practically nobody had ears. You would have thought the world was coming to an end, rather than a beginning.

After a couple of million years all the shrimps were cracking their knuckles all the time, but everybody had got used to it and things were quite happy and normal until – well, until some "gifted" crustaceans thought up the idea of long antennae as a means of communication.

A terrific row was raised by everybody else – and the shrimps squawked the loudest. They said that this innovation would make their own advertising system outmoded, and unfairly so. Since it was unfair to them, it was degrading to the entire world. This row quickly settled down in an aeon or two and in the meantime things were beginning to happen up on earth – on dry land.

Here the competition in the advertising field was so bitter and so bloody and so useless that we'll skip the saurian details and come down to the last split-second of history, to Modern Man—to the last micro-second of history, to Modern Western Man.

Still confining our attention to the advertising field, we might first mention the prodigious ruckus raised by the Fraternal and Peregrinating Order of Town Criers when the job printers first started turning out handbills. You should have heard what the bell ringing news crooners had to say about the bill posters – or perhaps you shouldn't have. These latter didn't have long to enjoy the invective being heaped upon them because soon the bill posters had to turn their attention to a horrible conspiracy to wipe them out of existence – namely the introduction of the newspapers.

You've probably caught on by now and realize that newspapers were an invention of the devil. The newspapers lived a mighty rosy life for years and years. They managed to get along with their sister medium, the magazines, because the rhythm of publication was so different.

Then in the early 20's – Oh Brother! Some fiend incarnate taught wireless telegraphy how to talk. Here, indeed, was a frightening challenge to the newspaper industry. Here was a novel means of communication, and a great disseminator of news, entertainment – and advertising!

The familiar useless battle ensued. Newspapers tried in every way to prevent the public acceptance which was bound to come for this new medium. They pretended it wasn't there and closed their columns to news of radio.

They vilified it. They ridiculed it.

Later, equilibrium was established once again in the advertising industry. Newspapers even used radio as an advertising medium to get circulation for their own publications, and radio used newspapers to get listeners. It seemed as if peace might reign forever in the advertising world. Then a few witches and men of magic got together in dark caves and planned to ruin all advertising media by persuading somebody to invent a thing called "the picture tube." When this new invention finally arrived–television–it proved to be such an amazing phenomenon that it stunned the entire industry.

Radio, still in its comparative youth, made a few feeble efforts at ridicule, calling the television men "the magic lantern boys," and then sat around stunned at its loss of listeners until finally, with good sense, it started to rebuild its medium to fit the needs of the public, and today is once more flourishing and a fine competitor to other advertising media. Newspapers and magazines remained appalled – but they remained in business.

Within the last few months the hue and cry against television has become louder. Some publications are seeking to fight this demon who is taking away their advertising dollars. The sad thing about it is that they are fighting in the same million-year-old way. They are attempting to deprecate television as an advertising medium.

We like all advertising. We like newspapers, radio, television, magazines, and all the others. They are all effective. If a newspaper or magazine didn't print what the public wants (be it entertainment or news), it would not be read. If a radio or television station failed to broadcast good programs, it would not be watched or heard. The fact is that successful newspapers and magazines *are* read–and people *do* watch television and *do* listen to radio. Without listeners and viewers and readers, they would be without advertisers, without whom they could not exist.

All advertising media might well follow the proven path of "peaceful co-existence," and make sure that they are geared to the wants and needs of present-day America to the nth degree. Along this path alone lie prosperity and success for all.

Anyway, we have to spend a lot of time thinking up all the things we're going to say about the next advertising competitor–telepathy. That's going to be a pretty cheap medium for the advertiser, because anybody (with brains, that is) will be able to get the message.

do you agree?

Edward Petry & Co., Inc.

Radio and Television Station Representatives

NEW YORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

But Rules Are Made To Be Broken

by
Bert Ferguson
Exec. Vice-President,
WDIA

Every rule has an exception—even the one that says there's no such thing as a sure thing! Because, here is a sure thing: One medium and one medium alone sells the biggest market of its kind in the entire country! The medium? Radio Station WDIA—first station in the area to program exclusively to Negroes! The market—the 1,237,686 Negroes in WDIA's listening pattern!

IN A CLASS BY ITSELF

It's a fact! You can't reach this Negro market with any other medium. Negro newspaper and magazine readership is low. Television set ownership is low. And you don't reach the Memphis Negro with any other radio station, because he listens first and foremost to WDIA. It's his station, with entertainment and programming exclusively for his tastes. What's more, through an outstanding public service program, WDIA has become a vital part of his daily life.

The Memphis Negro responds by first listening to WDIA, then buying the products he hears advertised! That's loyalty! What's more, it's proof positive that WDIA's unique combination of personal appeal and high powered salesmanship pays off big!

And it pays off big in a big market—the biggest market of its kind in the entire country! Within WDIA's radius are 1,237,686 Negroes—almost one-tenth of the Negro population of the entire United States!

BIGGEST MARKET—BIGGEST BUYING INCOME!

And . . . it's not just a big market. It's a healthy, growing market! Negroes—who make up 40% of the Memphis market area—have contributed greatly to the steadily prospering economy of the Memphis area. They have a greater income than ever before. They have the means to trade themselves up, and they're doing it!

It's a big market. It's a healthy, growing market. And most important of all, it's a *buying* market! Negroes in WDIA's big listening-buying audience spend, on the average, 80% of their $616,294,100 income on consumer goods.

Last year, Negroes bought 61.3% of all the flour sold in Memphis . . . 47.9% of the sugar . . . 52.7% of the face powder . . . 45.1% of the household waxes and polishes! Small wonder that WDIA consistently carries a larger number of national advertisers than any other radio station in Memphis, including: GROVE'S BROMO QUININE . . . COLGATE PALMOLIVE COMPANY . . LEVER BROTHERS . . . MILLER'S HIGH LIFE BEER . . . KROGER STORES . . . WRIGLEY'S SPEARMINT . . . TAYSTEE BREAD.

These and scores of other advertisers—have found: When selling the Memphis Negro market, you've got a sure thing with WDIA! Why not drop us a line today? Let us tell you about WDIA'S proof of performance in your own line!

TOP RATED BY NIELSEN AND ALL OTHER AUDIENCE SURVEYS!

WDIA IS REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

Egmont Sonderling, President
Archie S. Grinalds, Jr., Sales Manager

Coupons Useful if Wisely Used, Nielsen Asserts

CHICAGO, Jan. 20—Coupon offers have definite value but are not a panacea for all marketing ills, Arthur C. Nielsen Jr. said last evening in a talk before the Merchandising Executives Club of Chicago.

Mr. Nielsen, president of A. C. Nielsen Co., which set up its Coupon Clearing House about two and a half years ago, told the group that "deals cannot be expected to change the long-term share-of-market trends of widely distributed, well-established brands, and successive and frequent use of deals generally produces smaller and smaller sales results, even temporarily."

Some of these promotions merely load regular customers with cut-rate merchandise at the expense of future business at regular prices, he said.

■ Despite limitations on the value of couponing, however, there are five situations in which deals are valid and valuable marketing tools, according to Mr. Nielsen. He listed them as follows:

• Deals often are used profitably in the introduction of a new product, "if the product is definitely good. Deals, like advertising, cannot be expected to overcome a basic product deficiency."

• Similarly, deals can be used effectively to introduce a significant product improvement by increasing the rate at which consumers sample the improved product.

• A third legitimate use of deals is to promote a new use for a product.

• Deals are one of the most effective ways of increasing the distribution of a product so that the advertising program can be more effective.

• Special price promotions may be advisable—or even essential—for an established product as a defensive measure against an aggressive competitor.

■ Mr. Nielsen cited two possible reasons why, in view of the valid uses of deals, marketing executives are so frequently dissatisfied. "First," he said, "they may have attempted to use deals as a substitute for advertising, which they definitely are not. Or, they may have failed to use the best possible technique in their deal promotions." #

Modern Agency Expands

Modern Advertising Agency has moved into its own building at 11982 Wilshire Blvd., West Los Angeles. The agency also has appointed Ben Sussman account executive in charge of client service and Eileen Benjamin copy chief. Mr. Sussman formerly was a partner in Sussman & Meyer Advertising Agency. Miss Benjamin previously was editor of *Gas Station & Garage* and a copywriter for Wilco Co.

Cubs Sponsors Named

Goebel Brewing Co., for the first time, will be among the sponsors of the Chicago Cubs home-and-away schedule for 1959, broadcast over WGN, Chicago radio station. Oak Park Federal Savings, Oak Park, Ill., and Phillies cigars (Bayuk Cigars) have renewed sponsorship.

Elenz Joins Street & Finney

Maizie V. Elenz, formerly with J. Walter Thompson Co., has joined the copy staff of Street & Finney, New York.

NOW . . . *ONE* LAUNDRY PRODUCT INSTEAD OF FOUR . . . renews fabric softness . . . renews fabric whiteness . . . renews color brightness and softens water

CALGON®
renews your clothes while you wash them

Add CALGON Water Conditioner . . . and use less of your soap or detergent. Wonderful things happen! Sweaters, towels, diapers regain their natural softness. Whites and colors become store-bright again. All fabrics—silks, woolens, cottons, wash 'n wear, synthetics . . . take on new beauty.

No other product does what Calgon does . . . only Calgon renews your clothes while you wash them.

NEW THEME—*"Renews your clothes" is the theme for Calgon Inc.'s "most ambitious" ad program—coming in 1959. Ads like this in magazines, tv commercials and trade advertising will be used. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.*

Japanese Is First Adman to Complete U.S.-Backed Studies

MINNEAPOLIS, Jan. 20—Tomohiko Ikari cleaned out his desk at Campbell-Mithun this month and trekked off to his native Tokyo, loaded with know-how on American advertising methods.

Mr. Ikari is the first Far East national to study advertising methods in the U. S. under the State Department's foreign visitor program.

He worked as a full-time, salaried employe of Campbell-Mithun and shared in the health insurance, life insurance and other employe benefit plans.

■ He began in January '58 with an eight-week on-the-job training program in account service. After that he handled account service on such accounts as Northwest Orient Airlines and Northern States Power Co.

Mr. Ikari expects to concentrate on sales promotion of Japanese goods exported to the U. S. when he returns home, probably working with a large Japanese agency.

In comparing Japanese and U. S. advertising, Mr. Ikari said: "In Japan, advertising just happens. In America it is a science, built around the total marketing approach. I hope I can put some of that advertising science to work when I get back to Tokyo." #

Wittine Joins Burdick Agency

Ferdinand J. Wittine, formerly with Chas. Pfizer & Co., has joined Burdick & Becker, New York ethical drug agency, as marketing director.

Coleman to Marschalk & Pratt

Donald Coleman, formerly with Campbell-Mithun, has joined the Marschalk & Pratt division of McCann-Erickson in New York as an account executive.

'Stay Out of Mail Ad Business,' Court Warns Moose Miller

HARTFORD, Jan. 21—William P. (Moose) Miller, central figure in a mail-fraud advertising investigation two years ago, was warned last week by a federal judge to get out of the mail advertising field.

Mr. Miller, who is on probation following disposition of the charges Feb. 10, '58, was taken before U.S. District Judge J. Joseph Smith in the Hartford Federal Bldg.

■ Chief Probation Officer Richard K. Godwin told the court that Mr. Miller had continued to publish advertising programs despite Judge Smith's orders to cease such activity.

Mr. Miller told Judge Smith that he was completing programs contracted before his troubles began. His attorney, Michael Quinn, told the court that Mr. Miller wasn't making money and asked Judge Smith to continue probation because of Mr. Miller's poor health.

Judge Smith granted the request, but warned Mr. Miller's counsel that "the court wants him [Miller] out of this business."

ARISTOCRATIC CLUB PRINCIPALS SENTENCED

BOSTON, Jan. 20—Four of the five principals in the Aristocratic Readers' Club have received sentences in federal district court.

The principals were tried on a 71-count mail fraud charge that its door-to-door solicitors, working in 18 eastern, southern and midwestern states "selling" magazine subscriptions, swindled more than 6,000 persons out of $100,000. Sales crews often represented themselves as working under the auspices of the Veterans Administration (AA, Jan. 5).

■ The principals, with their sentences, are Richard Eden, three years on each of 71 counts, to run concurrently; Donald V. James, two years on each of 71 counts, to run concurrently; Charles Christian, one year on each of 71 counts, to run concurrently; William E. Richards, six months on each of 71 counts, to run concurrently. Dallas Colgrove, the remaining defendant, has not been sentenced because the pre-sentence investigation has not been completed.

The Post Office got jurisdiction in the case, although solicitations and sales were made on a door-to-door basis, when disappointed clients wrote to the "club" for an explanation of why they had not received the magazines. #

Bluebird to Ovesey & Straus

Bluebird Knitwear Co., New York, manufacturer of children's sweaters and swimsuits, has appointed Ovesey & Straus, New York, to handle its advertising.

ANDREW C. QUALE *has joined Wade Advertising, Chicago, as a group supervisor in charge of the Alberto-Culver account. Mr. Quale formerly was an account executive at Campbell-Mithun. Before that he was a product ad manager at Kraft Foods and was with General Foods Corp. and Geo. A. Hormel & Co.*

Food Publications Names King Marketing VP

LeRoy M. King, merchandising director of Food Publications Inc., New York, for the past six years, has been appointed editor of *Food Topics* and vp of marketing of Food Publications. He succeeds Len Kanter as editor of the publication. Mr. Kanter has resigned to become president of Staff Supermarket Associates Inc., New York.

LeRoy M. King

In addition, Roy Miller, editor of *Food Field Reporter*, has been named a vp of Food Publications. Mr. King, a former supermarket operator, and winner of the 1956 Sylvania distinguished merchandising award, has been a frequent speaker before sales groups and has written articles for ADVERTISING AGE, *Advertising Requirements* and other publications.

Colville to Cole, Fischer

Bob Colville, formerly of Edward S. Kellogg Co., Los Angeles, has joined Cole, Fischer & Rogow, Beverly Hills, Cal., as an account supervisor in the agency's new industrial division. Three other executives have left Kellogg to form Gampertz, Bentley & Dolan (AA, Jan. 12).

Rockwell Promotes Weimer

Rockwell Mfg. Co., Pittsburgh, has named William F. Weimer, formerly advertising manager of its meter and valve, municipal and utilities and register divisions and also responsible for corporate advertising, to the new post of director of public relations and advertising.

In the first 50 morning papers Riverside Enterprise ranks 29th in Retail advertising, 43rd in total Display advertising, 47th in Total advertising and 35th in Financial advertising.*

see the man from **RIVERSIDE PRESS** *and* **ENTERPRISE**

**Source Media Records*

**11,193,882 lines of retail advertising '57*

Represented nationally by Doyle and Hawley, Los Angeles, San Francisco, New York, Chicago, Boston, Minneapolis.

Influence is a tired word—

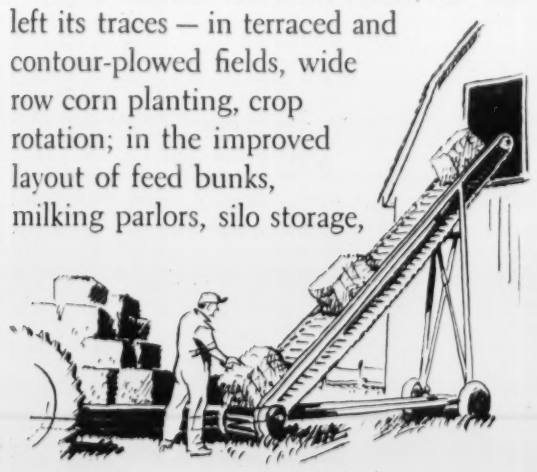
Every publication claims influence, and has some — even the tattered time-killer in your dentist's office, and the comics book that sells the small fry on the space age or switchblades. But probably no other publication has so favorably affected the lives and fortunes of so many people for so long as SUCCESSFUL FARMING.

Back in the first decade of the century, SUCCESSFUL FARMING's founder, E. T. Meredith helped foster the 4-H Clubs — as a means of inoculating farmers with new ideas and methods through their children.

SF offered to loan any youngster money for any approved 4-H project. These loans built up to a total of $250,000, loaned to individual boys and girls. In addition SF provided direct support of more than $100,000 to 4-H club work. Hundreds of thousands of farm children owed their first taste of success to the help received from SUCCESSFUL FARMING.

Today SUCCESSFUL FARMING is used as the textbook in high schools by 376,000 Vo Ag students each month, and is indoctrinating another generation of farmers.

On a million Midwest farms, SF has left its traces — in terraced and contour-plowed fields, wide row corn planting, crop rotation; in the improved layout of feed bunks, milking parlors, silo storage, materials handling. It has done much to gain the extra hog per litter, the extra yield per acre through pest control, larger production of beef, hogs, milk and eggs in shorter time, at lower costs, larger profits. It makes money for its readers — and what better form of influence is there?



It has also revolutionized hundreds of thousands of farm homes with new kitchen centers, utility rooms, better planned living quarters — that save work and money, help the farm wife to better care for her family, and afford her leisure.

SUCCESSFUL FARMING has become an integral part of the lives and businesses of the country's best farmers, as much a part of their thinking and convictions as church, school, representative government. And its real influence gets extra reception and response for every advertisement that appears on its pages.

SF farmers have averaged an estimated annual cash income of around $10,000 for the past decade. And in 1958, during the industrial recession, their incomes advanced sharply. Farm families are spending more than they have in years.

If you want business, SUCCESSFUL FARMING's audience has a lot to give. And no medium can match the productivity of SUCCESSFUL FARMING in its own field. Get the details from any SF office.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.

19% more optimism —

Successful Farming for January 1959 carried 19% more advertising than the same issue a year ago — reflecting increased farm income. SF families farm cash income, over $10,000 in recent years, was higher in 1958. You have a choice class market in this one magazine — with unmatched influence in its field. For better business this year, better balance in national advertising, sell SF's 1,300,000 farm families. Details from any SF office.

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.

NET INCOME?

$1.5 billion in Georgia's money belt

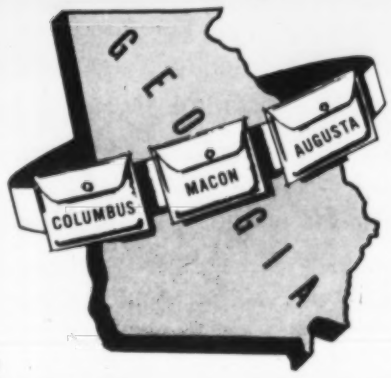
America's first gold rush was in Georgia in 1828. Advertisers, today, are staging another . . . in the Augusta-Columbus-Macon market. "Gold" is $1.5 billion net income. Stake your claim with the Georgia Group. Combination rate; up to 10% savings.

For **penetration** in the Peach State, it's Atlanta **plus**

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**



Geyer, Morey Boosts Nodine

Wright A. Nodine, a vp, has been promoted from account manager to account supervisor of Geyer, Morey, Madden & Ballard, New York. He will work on the Boyle-Midway division of American Home Products and the Joseph Burnett division of American Home Foods accounts.

W&L Adds Revlon Product

Warwick & Legler, New York, has been named to handle an additional Revlon Inc. product called Eye-Fresh, which moved from Dowd, Redfield & Johnstone. Warwick started with Revlon a year ago with $5,000,000 in billings transferred from Batten, Barton, Durstine & Osborn.

Don Kemper Moves PR to N.Y.

Don Kemper Co. has moved its public relations headquarters from Dayton to its New York office. Herman R. Williams, formerly exec vp of Smith & Williams Advertising, has been named pr director.

There's more to a place than space . . . and there's more to- SALT LAKE

than Salt Lake

It's true that the Salt Lake Intermountain market is part of the West's wide open spaces — but within its vast boundries are 1⅓ million prosperous prospects! These 1⅓ million persons make Salt Lake an exceptional market that's the exception to buying just the "first 20" markets. If you just run down the list, you'll pass by a good buy. Buy Salt Lake and open the door to a million more! Reach and sell THE ENTIRE Intermountain market with Salt Lake's two great metropolitan newspapers.

The Salt Lake Tribune (MORNING & SUNDAY) — NAC Newspaper Agency Corporation — DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Coming Conventions

*Indicates first listing in this column.

Jan. 27. Magazine Publishers Assn., Midwest regional convention, Sheraton Hotel, Chicago.

Jan. 29. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Pierre, New York.

Jan. 30-31. National Advertising Agency Network, Midwest regional meeting, Hotel Cleveland, Cleveland.

Feb. 12-14. Northwest Daily Press Assn. annual meeting, Hotel Pick Nicollet, Minneapolis.

Feb. 15-17. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 26-28. Illinois Daily Newspaper Markets, local and national advertising managers workshop clinics, Leland Hotel, Springfield, Ill.

March 2-3. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 5-6. Magazine Publishers Assn., Public Affairs Council, Sheraton Park Hotel, Washington, D. C.

March 6-8. Affiliated Advertising Agencies Network, Midwest regional meeting, Lake Lawn Lodge, Delavan, Wis.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

*April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-16. National Business Publications, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting. The Homestead, Hot Springs, Va.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Haber Offers Brightype

Haber Typographers, New York, has announced that its Brightype, originally designed for conversion of letterpress and offset material, now has been developed to encompass the entire field of reproduction. Haber is making this new process available in the metropolitan New York area. Brightype is a chemically developed negative or positive film of a locked up type form which has been photographed in its entirety. An illustrated brochure, "Haber's Brightype," is available from Haber, 115 W. 29th St., New York.

In 15 Weeks—LIFE's Picture Cook Book sales hit $2,350,000

Advertisers with food to sell: consider the remarkable sales story of LIFE's Picture Cook Book, which sold more than 210,000 copies in 15 weeks.

165,000 people ordered LIFE's Picture Cook Book sight unseen, before it was even published.

Bookstore sales were unprecedented. Prentice-Hall, distributor of the book, reported, "LIFE's Picture Cook Book is one of the most successful book projects in our 46 years of publishing." (The book is now in its second printing of 100,000—and will be available in March.)

Here's proof that people have confidence in LIFE. They know that whatever the subject, LIFE's editors make it clear, interesting, lively. They know the excellence of LIFE's photographs, the superb quality of its printing.

In short, the reasons people are buying so many LIFE Picture Cook Books are the same reasons people respond to LIFE week after week.

These are the reasons why food advertisers in 1958 invested over $17,300,000 in LIFE—more in LIFE than in the next two leading magazines combined.

Only LIFE gives you so much selling power . . . so swiftly, so surely

DO YOU WANT THE ACCOUNT?
. . . Reach for BRAD-VERN'S!

Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.

Write: V. H. Van Diver, Sr., Woolford, Md. Phone: Cambridge 171 or 2980.

'Publisher' Names Doorty

National Publisher, the official organ of the National Editorial Assn., Chicago, has appointed John C. Doorty ad manager of the publication. Mr. Doorty comes from a diverse background of advertiser, agency, newspaper reporting and space selling work. For the past several months he has been setting up a national ad department for *National Publisher* and opening up its new office at 404 Fifth Ave., New York. The National Editorial Assn. itself will move Feb. 1 to new quarters at 1025 Connecticut Ave., N. W., Washington, D. C.

AMERICAN THERMOPLASTIC CO.
425 1st Ave., Pittsburgh 19, Pa.

☐ Please send my free briefcase in (circle one) red • green • tan • brown • navy • black

☐ Also enter my order for _____ more (quantity) in _____, subject to approval of sample. (color)

NAME _____
FIRM _____
ADDRESS _____
CITY _____
ZONE _____ STATE _____

AA-1-26-9

QUANTITY COSTS:		10½x15½	12x16
(Logo or imprint printed FREE. Please supply art).	100-250	$ .55	$ .65
	500	$ .52	$ .62
	1000	$ .50	$ .60

(Silk screening, gold stamping, embossing available)

Glenn Advertising Adds Four

Glenn Advertising Inc., Los Angeles, has been appointed to handle advertising for LB Laboratories, Town Talk Co., Lee-Tex Rubber Products Corp. and Industrial Superintendence Inc.

VISIrecord to McClellan

VISIrecord Inc., Copiague, N. Y., has named McClellan Advertising, Massapequa, N.Y., to handle its advertising.

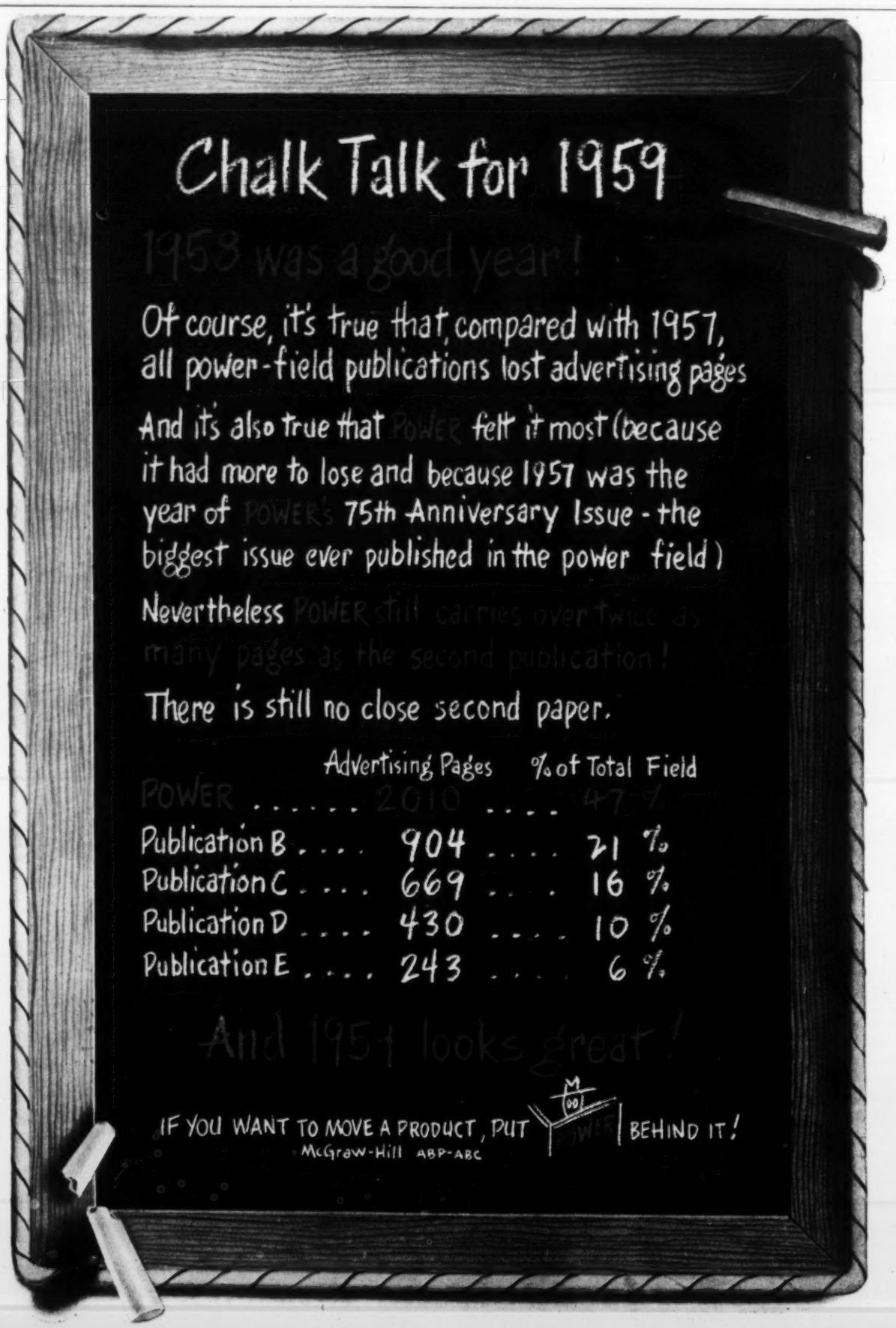
Information for Advertisers

American Home has issued its "Reader Consumer Panel No. 59," covering appliances, bedding, blankets, blenders, clocks, kitchen cabinets, laundry habits, oven and cooking units, sheets, towels, vacuum bottles and vacuum cleaners. The reader-consumer panel seeks to determine the opinions, plans and preferences of America's homemakers.

• **Scripps League Newspapers** is offering a portfolio of market data on the 13 markets in the Far West in which its newspapers are located. The markets are Flagstaff, Ariz.; Hanford, Napa and Santa Maria, Cal.; Caldwell, Coeur d'Alene, Nampa and Pocatello, Ida.; Bozeman and Kalispell, Mont.; Dalles, Ore.; Logan and Provo, Utah. Copies are available by writing Louis J. Rubin, president, Newspaper Advertising Service Co., Russ Bldg., San Francisco 4.

• "Sales of Underwear & Socks to College Men," the third in a series of studies surveying the nationwide apparel buying habits of college students, has been issued by **Playboy**. The data were collected by the magazine's college bureau college representatives, who interviewed managers of campus apparel shops and asked them to complete detailed questionnaires. Copies of the report may be had by writing to *Playboy* College Bureau, 232 E. Ohio St., Chicago 11.

• Reprints of a report based on a recent pilot study of small town daily newspaper readers are available from the **Northwest Daily Press Assn.**, 2100 Nicollet Ave., Minneapolis 4. The study was conducted by Mid-Continent Surveys and Dr. Robert L. Jones, director of the school of journalism of the University of Minnesota. It covers reading, viewing and listening habits; attitudes toward major advertising media; advertising readership data and demographic characteristics of the respondents. Three hundred readers of the *Free Press*, Mankato, Minn., were interviewed in the study. The association hopes to conduct similar studies this year in three or four other typical daily newspaper markets in the upper-Midwest. #


Chalk Talk for 1959
1958 was a good year!
Of course, it's true that, compared with 1957, all power-field publications lost advertising pages
And it's also true that POWER felt it most (because it had more to lose and because 1957 was the year of POWER's 75th Anniversary Issue - the biggest issue ever published in the power field)
Nevertheless POWER still carries over twice as many pages as the second publication!
There is still no close second paper.
Advertising Pages % of Total Field
POWER ..... 2010 .... 47 %
Publication B .... 904 .... 21 %
Publication C .... 669 .... 16 %
Publication D .... 430 .... 10 %
Publication E .... 243 .... 6 %
And 1959 looks great!
IF YOU WANT TO MOVE A PRODUCT, PUT POWER BEHIND IT!
McGraw-Hill ABP-ABC

Doyle Dane Bernbach Puts Out Supermarket Study

"A Critical Appraisal of the Food Super's Future—and Its Impact on All Marketing," by E. B. Weiss, director of merchandising of Doyle Dane Bernbach Inc., has been published by the agency. In the study, Mr. Weiss points out areas of possible improvement for the big stores. For example, the small food supermarkets, with only three to five checkouts, have a weekly average sale per checkout of about $5,600, whereas a popular giant, with more than 16 checkouts, has an average weekly sale per checkout of about $3,000, or 40% less, Mr. Weiss finds.

Copies of the 73-page study are available to business executives from the New York, Los Angeles or Chicago offices of Doyle Dane Bernbach.

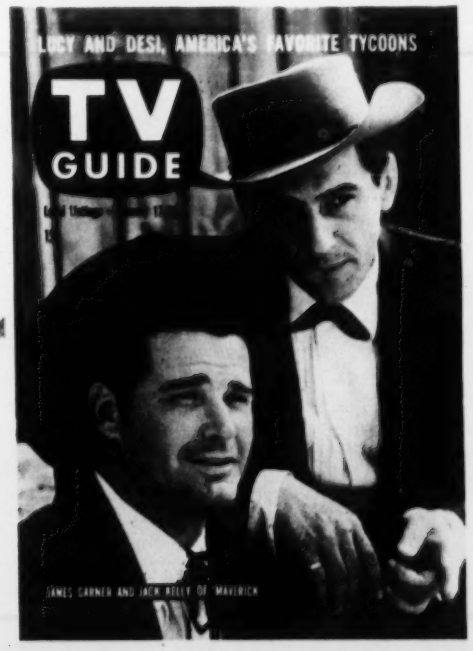
Four Wheel Changes Name

The name of Four Wheel Drive Auto Co., Clintonville, Wis., has been changed to FWD Corp. in order to "avoid misleading connotations of the old name." The company, which is celebrating its 50th anniversary, has not made an auto since 1912 and now makes many types of vehicles in addition to four wheel drive. The new name is not restrictive and thus provides for future product and market diversification, according to Maurice E. Ash, president.

Foulkrod Sells WTEL

WTEL, Philadelphia radio station, has been sold by Foulkrod Radio Engineering Co. for $450,000. Foulkrod had owned the station 33 years. The new owners of the corporation, which will be called WTEL Inc., are John E. Hopkinson, president; George D. Hopkinson, vp and treasurer, and Quentin C. Sturm, vp and secretary. All are from Mobile, Ala. WTEL operates during daytime hours and broadcasts in 11 languages plus English.

In drug and food stores, TV Guide outsells all other weekly magazines combined!



Among the five leading mass magazines, TV Guide reaches the *highest* percentage of married readers, the *highest* percentage of readers between 18 and 44 . . . and the *lowest* percentage of readers 45 and over!* Best of all, TV Guide delivers more than *twice* as many readers per dollar as any other weekly, takes your sales story to over 6,500,000 homes . . . and *sells all week!*

*1958 Starch Consumer Magazine Report

Sunday Magazine Groups Top $145 Million in Ads

6% Gain in Business Reported For 1958; Good Start for '59

Advertisers invested approximately $145,401,003 in the four syndicated publications and the Metro Sunday Newspaper group in 1958. This represents a gain of $8,500,181 over 1957, or 6%, and a five-year jump of $62,885,284, or 77%.

Here are the 1958 and 1957 gross dollar volume figures for the four syndicates as furnished by Publishers Information Bureau, plus an estimate for Metro, provided by member publishers:

The Metro figure breaks down into $12,200,000 retail and $35,800,000 general and automotive.

Here are latest circulation figures:

Metro Sunday (34 newspapers) 17,751,199.

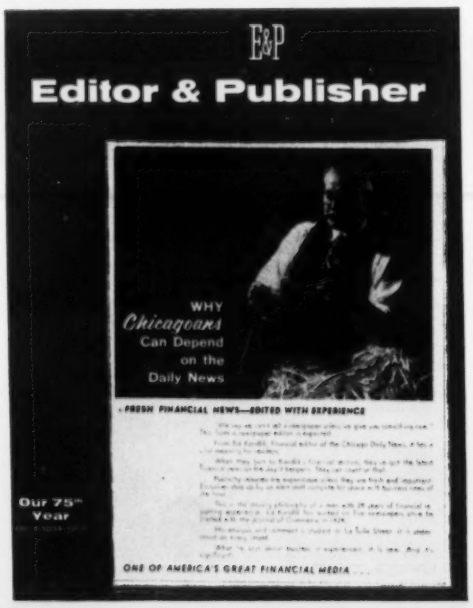
This Week (40 newspapers) 12,873,378.

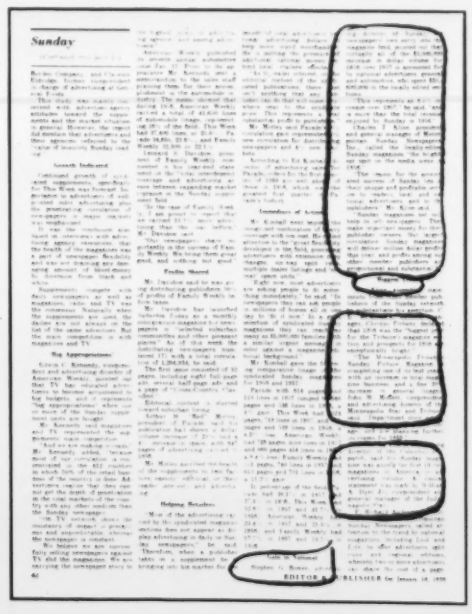
American Weekly (34 newspapers) 10,105,864.

Parade (61 newspapers) 8,772,223.

Family Weekly (175 newspapers) 4,406,148.

	1958	1957
Metro Sunday	$ 48,000,000	$ 45,200,000
This Week	$ 40,685,525	$ 39,202,720
Parade	$ 23,882,853	$ 19,424,430
American Weekly	$ 23,186,532	$ 25,531,801
Family Weekly	$ 9,646,093	$ 7,541,871
	$145,401,003	**$136,900,822**


E&P
Editor & Publisher
WHY Chicagoans Can Depend on the Daily News
FRESH FINANCIAL NEWS—EDITED WITH EXPERIENCE
Our 75th Year
ONE OF AMERICA'S GREAT FINANCIAL MEDIA



Reprinted by permission of Editor & Publisher

Reasons for Health

Common to all are the following:

1. The nation's Sunday newspaper reading habit.
2. Advertiser-demand for color.
3. The fact they can be bought in groups, similar to network TV and radio.

Gain in National

Stephen G. Bowen, advertising director of Sunday, the newspapers' own entry into the magazine field, pointed out that virtually all of the $3,000,000 increase in dollar volume for 1958 over 1957 is accounted for by national advertisers, general and automotive, who spent $35,800,000 in the locally edited sections.

"This represents an 8.5% increase over 1957," he said, "and is more than the total revenue enjoyed by Sunday in 1954."

Charles T. Kline, president and general manager of Metropolitan Sunday Newspapers, Inc., called the locally-edited Sunday magazines "the brightest spot on the media scene in 1958."

"The reason for the accelerated success of Sunday lies in their unique and profitable service to readers, local, and national advertisers, and to the publishers," Mr. Kline said.

"Sunday magazines not only help to sell newspapers. They make important money for their publisher owners. Our largest circulation Sunday magazines will deliver million dollar profits this year, and profits among our other member publishers are proportional and substantial."

Biggest Year

C. E. McKittrick, business manager, *Chicago Tribune*, declared that 1958 was the "biggest year for the Tribune's magazine section and prospects for 1959 are exceptionally bright."

"The *Minneapolis Tribune's* Sunday Picture Magazine is completing one of its best years, with an increase in total magazine business, and a fine 20% increase in general linage," John W. Moffett, vice president and advertising director of the Minneapolis Star and Tribune, said.

Melvin E. Tharp, advertising director of the *Columbus Dispatch*, said his Sunday magazine was among the first 10 roto magazines in America in advertising volume. A similar statement was made by William A. Dyer Jr., vice president and general manager of the *Indianapolis Star*.

Reprints of the complete story in Editor & Publisher are available on request.

Sunday

the newspaper's own magazine

Over 17,000,000 ABC Circulation

260 Madison Avenue New York 16, N. Y. MUrray Hill 9-8200

CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

THE WEATHER

TODAY'S NEWS TODAY

Charleston Daily Mail

EXTRA

GAZETTE-MAIL

LEADERSHIP IN WEST VIRGINIA

The Charleston Gazette

The State Newspaper

VALLEY EDITION

Annexation Makes Charleston Largest City In West Virginia

Population Expected to Top 100,000 in '60

CHARLESTON has long been West Virginia's state and industrial capital.

Now it is West Virginia's largest city from the standpoint of corporation limits population.

On Dec. 13 nineteen square miles of suburbia were annexed to the city, and 20,000 more population was acquired. These annexed areas doubled the square miles size of the city. The areas were the very heart of suburbia and all are fast growing. These areas house the new homes, the new businesses, and embrace much of the city's plans for expansion now on the drawing boards.

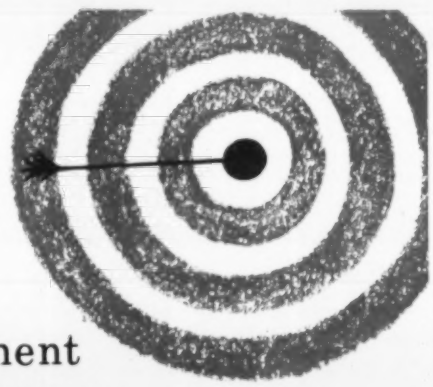
Every indication, therfore, points to Charleston taking its official place as a 100,000-plus corporate limits population city when the 1960 U. S. Census has been taken.

With every growth trend figure now operating in Charleston's favor Space Buyers can revise their estimates upward and include Charleston in their 100,000-plus lists.

Thus the state's largest newspapers are now published in the state's largest city and the State's No. 1 Market.

PUBLISHERS NEWSPAPER AGENCY CORP. REPS.: JOHNSON, KENT, GAVIN & SINDING, INC.

Mr. M.T.J.
Hits the
Bull's Eye
of Department
Store Influence...



Through MTJ your product story "hits the bull's eye" with over 15,000 important buying influences in all well rated department stores across the nation . . .

All buying authority in stores in cities under 100,000 population. Top management in larger department stores in cities over 100,000 population . . . including many soft goods department managers.

◎ MTJ directly influences department store merchandising and administrative decisions through editorial *service* . . .

Executives look to the Journal for store-proven ideas on "How-to-Sell" collected by our four traveling editors. A typical issue contains articles on the following:

Store management	Hosiery & Underwear
Store-wide promotions	Childrens & Infants Wear
Business forecasts & Sales Figures	Sportswear
Fabrics and Domestics	Foundations & Lingerie
Notions & Art Needlework	Men's & Boy's Wear

New Products & Sales Aids

No other department store publication gives its readers such helpful articles of which 90% are actual case-history reports.

◎ MTJ maintains its position as *THE* department store magazine

because its editors travel over 35,000 miles a year calling on over 130 department stores from coast to coast.

◎ MTJ has reader loyalty and confidence as evidenced by . . .

38,690 reprints of Journal articles were sold in the past year.

975 requests for product information were received by the Journal Inquiries Editor in the past year.

275 requests for promotional and store management ideas were received in the past year.

◎ MTJ coverage by readers:

Owners/Managers and General Managers	12,132
Merchandise Managers	1,060
Department Managers	1,864
Wholesalers and Salesmen	910
	15,960

Make Sure You're "Hitting The Bull's Eye" At The Point of Sale . . . Draw A Bead On More Sales With . . .

merchants trade journal

The HOW-TO Magazine for Department and Junior Department Stores

merchants trade journal

1912 Grand Ave. • Des Moines, Iowa
183 Madison Ave. • New York, N. Y.

Jess M. Laughlin
3757 Wilshire Blvd.
Los Angeles 5, Calif.

Richard D. Kilner
465 California St.
San Francisco, Calif.

Stanton Feniger Haum

FRANK APPRAISAL—*Pat Stanton, president of WJMJ and president of the Television & Radio Advertising Club of Philadelphia, and Robert Haum, vp of Lewis & Gilman, listen as Jerome R. Feniger, vp in charge of tv-radio programming of Cunningham & Walsh, highlights his speech topic, "Network Television—a Factual Appraisal," prior to an adclub luncheon meeting (AA, Jan. 12).*

Eldridge Inc. to Present Ad Story over WTTM Radio

Starting Jan. 27, Eldridge Inc., Trenton, N. J., will present a program entitled "This . . . Is Advertising" on WTTM, Trenton, at 8:05 p.m. The radio program is designed to acquaint the public with the various phases of the advertising and graphic arts industries.

The program consists of a 13-week series of panel discussions which will be moderated by Col. Lyle Brookover, pr advisor to Trenton Trust Co. The taped series and literature will be made available to educational groups.

GF's Tang Is Third in R.O.P.

In reporting on heaviest users of r.o.p. color in newspapers in November (AA, Jan. 12), the "Hoe Report on R.O.P. Color" listed Tang in third place, with 180,773 lines in 80 newspapers in 48 cities. AA listed Tang as a Cudahy Packing Co. product. Cudahy does have a product with that name; but the Tang listed by Hoe is General Foods' powdered beverage.

'Marketing Strategy' Out

"Cases in Marketing Strategy," a textbook written by Professors Harper Boyd, Richard Clewett and Ralph Westfall, all of Northwestern University, with the assistance of the National Industrial Advertisers Assn. international education committee, has just been published by Richard D. Irwin Inc., Homewood, Ill.

Lints Named Ad Manager

Ronald V. Lints, for the past three years assistant ad manager of Fischer & Porter Co., Hatboro, Pa., manufacturer of chlorination and automation equipment and glass products, has been promoted to ad manager. He succeeds James Kilmer.

Rees Named Advertising Head

Thomas O. Rees Jr. has been appointed advertising manager of the mining and international group of Mine Safety Appliances Co., Pittsburgh. He has been with the company since 1943. Chester H. Sanderson continues as advertising manager of the industrial group.

Jordan Joins Beals'

Warren (Doc) Jordan has joined Beals' Advertising Agency, Oklahoma City, as an account executive. Mr. Jordan was formerly associated with another Oklahoma agency and previously served on the advertising staff of the *Transcript*, Norman, Okla.

Sunbeam Sponsors 'Line'

Sunbeam Corp. will co-sponsor "What's My Line" (CBS-TV) starting Feb. 1. Sunbeam will use the show for both its appliance and shaver divisions on the full network.

Marketing Concept Cuts Importance of 15% Setup:Groesbeck

NEW YORK, Jan. 20—Major trends in the agency business, as cited by Kenneth Groesbeck in his new book, "Advertising Agency Success," are (1) the offering of the wider range of agency services "comprised in the term 'total marketing'" and the subsequent obsolescence of the 15% commission system on smaller accounts and (2) "greatly advanced promotional planning and copy, based on research, with its effectiveness more accurately evaluated than at present."

In this book, Mr. Groesbeck reviews the problems—and solutions to problems—which confront both the small and large agency.

Basic to effective operation, according to Mr. Groesbeck, is an understanding of people and their needs and desires. And this is as much true in building up and retaining a competent staff as it is in creating effective advertising.

"Associates, down to the least important, want to enjoy their jobs, be appreciated when they do well, to get paid what is fair . . . and they want to feel that their jobs and their future are secure," Mr. Groesbeck writes.

Mr. Groesbeck gives advice on starting an agency and on how to go after new business ("the agency's life blood"). It includes sections on copy ("the fundamental job"), psychology, marketing and research, and publicity and public relations.

■ Advertising is tremendously important though "advertising money is only a drop in the bucket of American industry," Mr. Groesbeck writes. "Against every dollar which our people spend for what they want, less than a penny goes for advertising."

Yet, he says, "This small, specialized, highly skilled group within a group—some 50,000 individuals only—may well constitute the single most important factor in the promotion of our economy."

But, he says, advertising people are engaged in a battle for public confidence: "Every promotional effort which is unsound or untrue helps lose the battle; every meritorious performance helps win it. In good conscience, none of us dares shirk this responsibility."

"Advertising Agency Success" has been published by Harper & Bros. The 260-page book sells for $5. #

North Promotes Bloomfield

North Advertising, Chicago, has promoted Alan A. Bloomfield, who formerly handled the North market planning operation, to an account director. He will work on the Gillette Laboratories account.

"I can't imagine doing without Ad Age..."

says **NELSON GROSS**
Director of U.S. Advertising
Max Factor & Co.

"It's a tribute to Advertising Age that it richly rewards every minute I can spend with it—and that's usually enough for 100% readership. But even when my schedule permits only a quick perusal, the Ad Age format, editing and philosophy quickly give me the essentials that keep me abreast of this break-neck business we're all in. I can't imagine doing without it—this week and every week."

NELSON GROSS

A native of Los Angeles, Mr. Gross ran the gamut of motion picture experience from child actor to assistant cameraman, film editor, writer, assistant director and associate producer long before his World War II army service as a producer of combat and training films. Some of his prewar studio experience was gained during summer vacations while working for his B.S. degree at the University of California at Berkeley.

Between 1945 and 1953, when he entered the agency field, Mr. Gross tried his hand at theatrical production, worked in the business world briefly as an executive assistant to the president of the Sun Chemical Co. and served the Columbia Broadcasting System's television department first as an associate director on a number of live programs, and later as network film coordinator. His agency "credits" include executive positions at H. B. Humphrey, Alley & Richards; Batten, Barton, Durstine & Osborn; and McCann-Erickson. Mr. Gross assumed his present post as director of domestic advertising for Max Factor & Co. late in 1957.

important to
important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

ABC ABP NBP 1 Year (52 issues) $3

Skip the Surveys

Stick to the Record

Leading Magazines in Advertising Dollar Volume

1957 Rankings	1958 Rankings	1958 Volume	1958 over 1957	
			Gain	Loss
1. Life	1. Life	$122,628,205		$14,894,289
2. Saturday Evening Post	2. Saturday Evening Post	87,606,491		3,292,540
3. Time	3. Look	43,094,484		366,946
4. Look	4. Time	41,569,248		3,543,373
5. This Week	5. This Week	40,685,525	$1,470,915	
6. Ladies' Home Journal	6. Ladies' Home Journal	26,976,551		2,529,890
7. Better Homes & Gardens	7. Better Homes & Gardens	24,456,413		4,803,973
8. American Weekly	8. PARADE	23,882,853	$4,458,423	
9. Newsweek	9. American Weekly	23,186,532		1,563,429
10. McCall's	10. Reader's Digest	21,699,110	$3,646,645	
11. Good Housekeeping	11. Good Housekeeping	21,307,437		180,236
12. Business Week	12. Newsweek	21,234,800		1,661,000
13. PARADE	13. McCall's	18,390,989		3,340,554
14. Reader's Digest	14. Business Week	16,470,187		3,269,866
15. U. S. News & W. R.	15. New Yorker	16,414,271	$ 652,019	
16. New Yorker	16. U. S. News & W. R.	15,214,638		1,284,803

SOURCE: P.I.B.

Advertisers gave Parade a larger gain in advertising revenue in 1958 than any other magazine, Sunday, weekday or monthly . . . $4,458,000 more than in 1957.

As a result, Parade has advanced to 8th place in advertising revenue among all magazines in 1958 . . . from 13th place in 1957.

This gain indicates the increasing demand by advertisers for the thorough coverage provided by local newspapers.

Parade

THE MAGAZINE SECTION OF 61 LEADING NEWSPAPERS–REACHING 9,000,000 HOMES EVERY SUNDAY.

Feature Section

Advertising Age

Wooll: The Eye-Patch School

Post-Yule TV Forecast

More on Holding Co. Era: Weiss

Peeled Eye Peers at Quirks

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'All of Our 66 Profit Centers Use It' . . .

Westinghouse Adapts New Marketing Concept; It Starts, as Well as Ends, with Customer: Jewell

A popular concept, Westinghouse vp James Jewell observes, is that marketing "embraces all business activities involved in the flow of goods and services from physical production to consumption." That implies that marketing goes to work after production. Says Mr. Jewell: "That isn't good enough in today's market. So we have arrived at the new concept of marketing. We say, 'The entire organization (research, engineering, production and marketing) must work together to determine what the customer wants, how best to produce it, how to motivate its sale and how to deliver it'." That concept and how it works at Westinghouse were detailed by Mr. Jewell in a paper at the spring meeting of the marketing committee of the National Assn. of Manufacturers in Rye, N. Y., from which the accompanying material was taken.

By James Jewell
Vice-President of Marketing,
Westinghouse Electric Corp., Pittsburgh

At a news conference this year, the President of the United States said that people are getting "just a little bit disenchanted by a few items that have been chucked down their throats, and . . . it would be a very good thing when the manufacturers wake up . . . and begin to give us the things we want instead of the things they think we want."

We like to think that the President was suggesting a need for more scientific marketing. We believe that the way to *know* what people want and to create *new* wants is through marketing. This requires reliable information about consumers and their buying habits, reasons for buying, the advertising appeals and the right media with which to reach them.

If there is any [promise of] further economic growth for this nation, it lies to a large extent on the extensive and intensive exploitation of scientific marketing.

Industry has demonstrated its ability to produce new and far superior products, and it is now up to marketing men to show that our distribution system can profitably dispose of the increasing quantity of goods which industrial efficiency and advanced technological skill can produce. There has never been a time when this has been more important to our national economy.

If we are going to be successful, we must come up with new concepts of marketing beyond those which characterize our economy today. Let me review the nature of some of these, and indicate what we are doing about this.

One of the major needs of marketing is the accumulation of more adequate knowledge. We know less about marketing than we know about many other important fields of endeavor.

Another major need is the development of more comprehensive training programs within our own organizations, which will give our salesmen and executives a more thorough knowledge of their jobs.

Basic marketing research is another pressing need. Although we are making good progress in this direction, we still have a long way to go.

It is estimated by the National Industrial Conference Board that the total sum spent on marketing research is less than 10% of that spent for industrial research, and this in spite of the fact that more consumers' dollars go for distribution costs than for production expenses.

Another promising field comes under the heading of automation. So far we have been unable to apply mechanization principles to marketing processes as extensively as they have been applied to the manufacturing process.

The relatively high cost of distribution —generally stated to be about 60¢ of the consumer's dollar—is another problem we must face.

Producers in the U. S., both industrial and agricultural, have been increasing their output per man-hour much more rapidly than has been the case in distribution. *Fortune* recently reported that the output per man-hour in industry and agriculture has more than doubled since 1929. However, distribution productivity increased only 49% in the same period. This is a serious situation, and will create increasingly difficult problems if the trend is not corrected and brought into better balance.

The Westinghouse Plan

I am going to tell you a little about the marketing concept at work in Westinghouse.

First—a word about the marketing concept itself—what is it?

Marketing, as a term applied to an area of business activity, is a relatively new concept in business terminology. Even so, the concept has gone through many changes.

The early concept was, in effect, little more than just plain selling. Product development was often based on executive intuition, with an eye to utilizing production talents and capacity. The sales force was expected to sell whatever was produced. There was little concern for the customer until the product was ready to be sold, and then the primary concern was the customer's willingness and ability to buy. Sales and the supporting activities—sales promotion, advertising, service, etc.—were each approaching the customer in its own way, often resulting in internal conflict and confusion. Volume was the primary objective.

A more recent concept recognized the common objective of sales and the supporting functions. However, this continued to be more a matter of mutual recognition than effective coordination.

A popular concept—even today—says: "Marketing embraces all business activities involved in the flow of goods and services from physical production to consumption." Here, the phrase ". . . from physical production to consumption" implies that marketing is strictly a post-production activity. That isn't good enough in today's market.

So we have arrived at the new concept of marketing. In defining it, we say, "The entire organization (research, engineering, production and marketing) must work together to determine what the customer wants, how best to produce it, how to motivate its sale and how to deliver it." There are, as you see, two

CHART 1

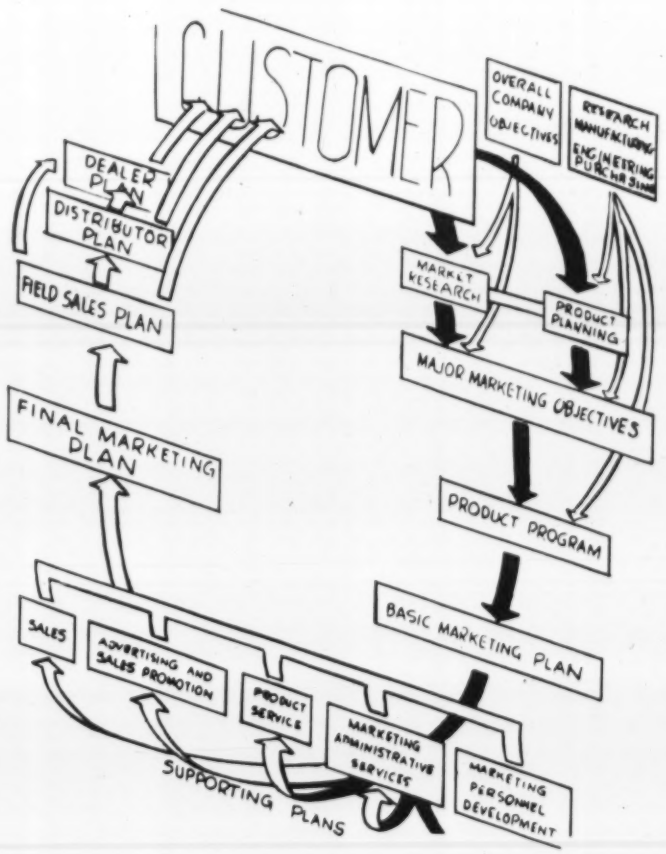


CHART 2

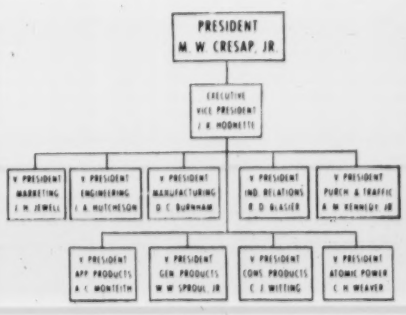
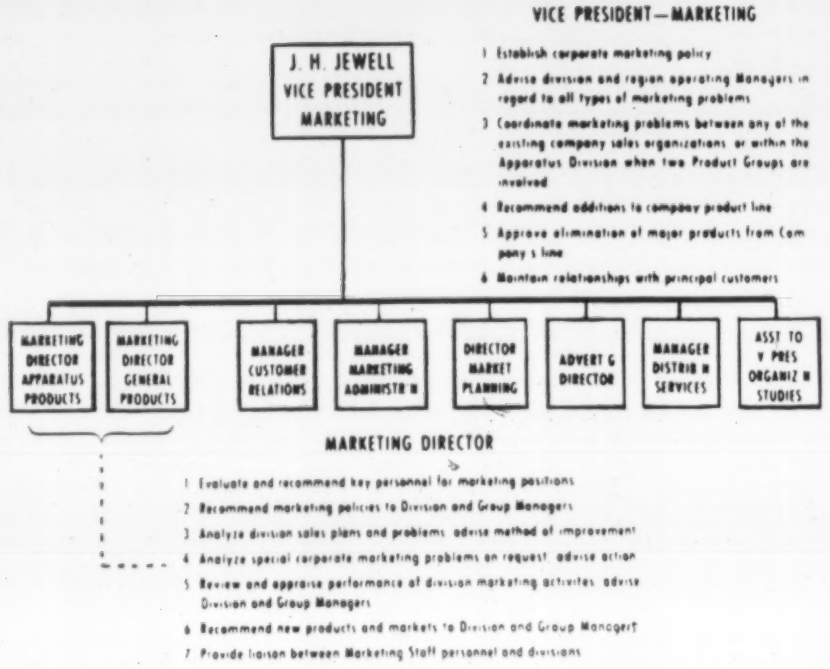

PRESIDENT
M. W. CRESAP, JR
EXECUTIVE VICE PRESIDENT
J. K. HODNETTE
V. PRESIDENT MARKETING J. M. JEWELL
V. PRESIDENT ENGINEERING J. A. HUTCHESON
V. PRESIDENT MANUFACTURING D. C. BURNHAM
V. PRESIDENT IND. RELATIONS R. D. GLASIER
V. PRESIDENT PURCH. & TRAFFIC A. W. KENNEDY JR.
V. PRESIDENT APP. PRODUCTS A. C. MONTEITH
V. PRESIDENT GEN. PRODUCTS W. W. SPROUL JR.
V. PRESIDENT CONS. PRODUCTS C. J. WITTING
V. PRESIDENT ATOMIC POWER C. H. WEAVER

CHART 3


VICE PRESIDENT—MARKETING
J. H. JEWELL VICE PRESIDENT MARKETING
1 Establish corporate marketing policy
2 Advise division and region operating Managers in regard to all types of marketing problems
3 Coordinate marketing problems between any of the existing company sales organizations or within the Apparatus Division when two Product Groups are involved
4 Recommend additions to company product line
5 Approve elimination of major products from Company's line
6 Maintain relationships with principal customers
MARKETING DIRECTOR APPARATUS PRODUCTS
MARKETING DIRECTOR GENERAL PRODUCTS
MANAGER CUSTOMER RELATIONS
MANAGER MARKETING ADMINISTR N
DIRECTOR MARKET PLANNING
ADVERT G DIRECTOR
MANAGER DISTRIB N SERVICES
ASST TO V PRES ORGANIZ N STUDIES
MARKETING DIRECTOR
1 Evaluate and recommend key personnel for marketing positions
2 Recommend marketing policies to Division and Group Managers
3 Analyze division sales plans and problems; advise method of improvement
4 Analyze special corporate marketing problems on request; advise action
5 Review and appraise performance of division marketing activities; advise Division and Group Managers
6 Recommend new products and markets to Division and Group Managers
7 Provide liaison between Marketing Staff personnel and divisions

fundamental principles of this new concept: first, customer orientation, and second, functional integration of all operating activities.

Chart 1 is a flow diagram which shows the procedure for developing a marketing plan as we use it. It shows how information moves *from* the customer (determining what he wants) back *to* the customer (delivering what he needs) in the development of the marketing plan. This procedure is designed to insure that when we sit down to help him buy, we will have products that serve his needs and desires, are pre-sold by advertising, are available in the quantities he wants—when he wants them, and are backed up by the service he knows and trusts. That kind of a ready-to-buy customer is the reason for our marketing plan.

Marketing's Seven Functions

In the diagram we see the seven basic functions of marketing:

- *Market research* is the information center for marketing management.
- *Product planning* converts knowledge of the customer into salable, profitable products.
- *Advertising and sales promotion* inform, educate, and pre-sell the customer to make our personal selling efforts more effective.
- *Sales* provides the personal contact that converts marketing efforts into orders.
- *Product service* prevents customers from becoming ex-customers by servicing what we sell.
- *Marketing administration* makes the product available in the quantities the customer wants in locations that permit prompt delivery.
- *Marketing personnel development* provides the right people, at the right time, to perform the marketing function.

■ I'd like to pause here a minute to say that any emphasis I might put on marketing should not in any sense be construed to mean that marketing operates on its own. The real goal of any business is profit and return on capital.

Marketing is only one function of a tightly integrated and cooperative organization.

However, it is vitally important that the marketing function be a strong aggressive part of the over-all business. Its part is to contribute to profit and growth the same as efficient manufacturing and outstanding engineering. If I seem to trend toward marketing being the most important function, I hope I may be pardoned. I do think that in a variety of businesses the functions of engineering, manufacturing and marketing may vary in importance and prominence but no matter what the business is, it is creating a product or service and all three functions must be strong and aggressive and aimed toward the one goal of building a better business.

Now I'll show you two charts showing the Westinghouse over-all management chart and the company staff marketing organization.

■ As Chart 2 shows, Mr. Cresap Jr. is our president and reporting directly to him is our exec vp, Mr. Hodnette. Reporting to Mr. Hodnette are five staff vps and four line vps. As you see, I have the title of vp of marketing.

In Chart 3, you see the line-up of our marketing team at the corporate level. I have, reporting to me, a marketing director for apparatus products, a marketing director for general products, a manager of customer relations, a manager of marketing administration, a director of market planning, an advertising director, a manager of distribution services, and an assistant on organization studies.

Westinghouse operates through 66 profit-producing units that are, in effect, individual businesses. We try to tailor our marketing organization so that it will best serve these individual profit centers. In spite of individual variations, however, all of our profit centers have adapted the basic principles of the new concept of marketing.

The new concept is not new to Westinghouse. Actually, we have arrived at it through a period of gradual transition which started in 1949.

A program energetically pursued along these lines will enable marketing to make the type of technological progress which has been characteristic of industry in the past few generations. It will enable us to continue our present rate of industrial progress by providing outlets for our manufactured products. It will enable us to continue to raise our living standards to far higher levels.

■ Westinghouse does not claim to be the first, the only, or the last company to adopt this concept. We do, however, consider ourselves to be one of its chief advocates. We recommend it to everyone —except our competitors! #

Salesense in Advertising . . .

Concerning the Eye-Patch or Bubble-Head School of Advertising

By James D. Woolf
Creative Consultant

When David Ogilvy created his distinguished gentleman with the eye-patch in behalf of Hathaway shirts, little did he dream, I am sure, that he was founding a new and unorthodox advertising cult.

James D. Woolf

On April 28, 1958, in this column, I wrote this: "It seems to me that there exists considerable misunderstanding concerning how favorable brand or corporate 'images' are created. The assumption, at least in some quarters, appears to be that the most effective concepts are off-beat, left-field devices, unique, exotic. Thus, not always but very often, discussions of the art of imagery point with pride to such gimmicks as Ogilvy's one-eyed Baron Wrangel and the bewhiskered Commander Whitehead, to Burnett's tattooed he-men and to gents encased in suits of armor.

"I have no quarrel with these distinguished knights as symbols of elegance and snobbery. Unquestionably they have done a good selling job for the products involved. *But I do have a quarrel with the notion that such anomalistic devices are necessarily the one and only way to achieve a valuable image for a brand or corporate name.*"

■ Several days later I received the following brief note from Mr. Ogilvy: *"I agree with you 100%."*

What Lynn Baker dubs "The Eye-Patch or Bubble-Head School of Advertising" is not the work of David Ogilvy. It exists and flourishes today because the admaking business is sorely afflicted with blind, slavish copycatism. David Ogilvy must be sorely distressed by some of the perfectly awful advertising he so innocently inspired with his excellent Hathaway campaign.

Says Mr. Baker in his November-December issue of "Baker's Dozen," "We were led to believe that the eye-patch must yield to the bubble-head as the symbol of today's most wacky advertising. We reached that conclusion after seeing an ad for Alitalia (Italian Air Lines), which provoked a writer in ADVERTISING AGE to say: 'Too bad . . . that no railroad goes from here to Italy. It could be running extra trains right now for the frightened travelers who caught this Alitalia ad.' The frightening element in the ad was the picture of a man (presumably the pilot, but possibly a pessimistic passenger) who was wearing a bubble-shaped helmet like those worn by adventurous youngsters. Or possibly it was a diving helmet; we are not sure. He was also wearing a parachute harness. The relevance of the pilot's (or passenger's) garb to speedy travel was not explained. But the picture aroused in us ideas about some hazardous supersonic method of propulsion."

■ But there is hope that the admaking business will return to sanity. Says Mr. Baker further: "One trouble with the eye-patch (or bubble-head) school of advertising is that it may drive its creators crazy. It may have the same effect upon its readers, but the effect on the ad writer is more probable. The trouble begins with the creation of the second and subsequent ads in the campaign. What's to be in the second ad? Two eye-patches? Three bubble-heads? Subsequent ads cannot be less off-beat than the first in the series, or the campaign will die of malnutrition. And the only ultimate effect of that quest for more and more extreme handling is likely to be a long rest in a sanitarium for the copywriter and art director."

I am sure both Mr. Ogilvy and Mr. Baker will agree with this: *Unless the consumer believes something good about the product and the company that makes it, he cannot possibly hold favorable thoughts about it. If the gimmicks used are not symbols of something that connotes quality and honest value, they cannot contribute very much to an attractive or corporate image.* #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

On the Merchandising Front . . .

More on the Holding Co. Era of Giant Retailing

By E. B. Weiss

In several fairly recent columns* I have touched on what I believe will ultimately be pointed to as the next great revolution in mass retailing—the holding-company era. My premise is simple: to wit:

E. B. Weiss

1. Giant retailers see a strategic need for becoming vastly bigger than they are today.

2. Their future growth will not be limited to their initial retail type; on the contrary, they will expand, now, primarily by acquisition of other types of retailing. Ultimately, a single organization will control vast interests among department stores, food supers, drug chains, variety chains.

3. This will be done by the corporate holding company technique—the same technique that has been used for years among manufacturers, railroads, utilities, etc., to weld enormous organizations.

4. These retail-dominated holding companies will not confine their interlocking investments to retail organizations. They will also seek control over some wholesale organizations; and among some manufacturers, too.

■ **5.** This may compel some giant manufacturers, in turn, to include control over some large retail and wholesale organi-

*"The Holding Co. Era of Giant Retailing," Dec. 15, 1958. "Retail Mergers Play Havoc With Brand Distribution," Nov. 24, 1958.

They're readers of Seattle's Leading Advertising Medium

SPENT BY CONSUMERS ARE SPENT BY READERS OF

THE SEATTLE TIMES

You reach MORE buyers in The Seattle Times

The Seattle Times

SEATTLE'S *ACCEPTED* NEWSPAPER

REPRESENTED BY O'MARA & ORMSBEE, INC.

New York • Detroit • Chicago • Los Angeles • San Francisco

Member Metro Sunday Comics, Metro Rotogravure Group and Farwest Rotogravure Group

zations in their industrial empires.

6. These portentous developments will intensify the rapidly developing rivalry between the store-controlled brand, the wholesaler-controlled brand, and the manufacturer's controlled brand.

7. These same developments will significantly affect total marketing in other ways just as the growth of giant retailing to date has left a positive imprint on all marketing.

As an example of the sort of holding company development that I foresaw, I pointed in one column to Bankers Securities Corp., of Philadelphia. Let's review again the corporate lineup of that corporation.

■ City Stores Co. is a major merchandising affiliate of Bankers Securities. Significantly, the chairman of the latter is also chairman of the former. City Stores controls certain subsidiaries. Both directly, and through its subsidiaries, City Stores operates department stores and specialty shops in 15 states, including the Franklin Simon and Oppenheim Collins chains. As for Bankers Securities, it directly operates Snellenburg's and Bonwit Teller in Philadelphia. It also has interests in Loft Candy and in a Georgia supermarket chain called Alterman-Big Apple.

But that isn't all; not by a long shot. Bankers Securities recently acquired working control of United Stores Corp. which, in turn, holds a major interest in McClellan Stores Corp. and the McCrory Stores Co. It wasn't long after this corporate maneuver by Bankers Securities that plans were developed to bring closer together McClellan and McCrory.

I'm sure this is by no means a full report on the far-flung retail activities of Bankers Securities Corp. For example, Bankers Securities is very active in real estate which, I would assume, means that Bankers Securities is involved in certain shopping centers and in other real estate ventures involving retailing and which thus gives it a degree of additional influence over still broader areas of retailing.

■ Sum it all up and, while few manufacturers may be acutely aware of it, Bankers Securities is a potent factor in their total marketing programs.

Several verifying developments have come to my attention since I embarked on this subject. For example, I have learned that the Vim Electric Co., which controls the Vim appliance chain, owns over 30,000 common shares of Davega. This represents over a 10% interest and, while Davega insists that Vim has no voice in Davega's affairs this could, of course, change, and probably will. Moreover, with Vim branching out into a rival organization, it might not be startling one day to learn that Vim has invested in some other type of retail organization.

■ A somewhat more pertinent and dramatic example comes out of United Whelan, which has acquired an 11% interest in Interstate Department Stores. The latter operates a chain of 48 retail outlets, principally of the variety store type, in 15 states—thus bringing United Whelan into not only a larger operation, but a more diversified operation.

Another example: Grayson-Robinson, a 95-unit apparel chain, acquired the Peerless Camera chain a few months ago. The photography operation will be added to some of the apparel stores. Then there is the Sun Ray Drug Chain, which at the time of writing, was negotiating a merger with Consolidated Retail Stores (an apparel and shoe operation). Sun Ray owns jointly with Blauner's, which is a women's specialty chain, a group of four large discount stores called Bargain City, U.S.A.

And it is this trend toward diversification of retail operation by acquisition through one form of corporate maneuver or another that I believe represents the tide of the immediate future. Until now, retail diversification has proceeded from within the organization; each retail giant has opened one-stop outlets, has broadened inventory classification, etc. Now this diversification is to be accelerated by corporate developments of the type I have touched upon.

Incidentally, this new trend has been stimulated—among other reasons—by the amazing similarity that has grown up as between different types of outlets. In other words, the food chains, the drug chains, the variety chains have all opened units that look alike, inventory alike, and all of which bear a striking resemblance to department stores. This paved the way for corporate mergers and affiliations. It is easier to bring together that which is alike (although so many of the mergers among manufacturers have not been bothered one bit by the problems inherent in widely-diversified acquisitions).

■ So from time to time I propose to make additional comments and reports on the holding company era of retail growth—the next great development in mass retailing. It bears more than watching by the marketing world. #

The Creative Man's Corner . . .

Attention-Getter

One of the toughest problems an advertiser faces these days is to get attention. For if readers by the score pass his message by, how can he possibly retrieve the countless dollars he has spent in motivation research, art work, and space?

This particular ad for Schenley's Ancient Age provides several valuable tips on how to be distinctive and so command attention in this, if you will forgive the pun, costly space age.

Simplicity is one of the keys. Imagination is the other. If the first half of this advertisement, consisting of one-half page on the outside portion of a right-hand page, and another half on the outside portion of the immediate next left-hand page, were not so startlingly simple —if, instead, it were cluttered as is the average ad with captions, scattered illustrations and type in various sizes—it would not so readily make itself visible.

And now—imagination! You are asked to conceive of this not as an ad but as an "X-ray." Hold it to the light. What happens? You see, once you hold it to the light, a bottle of Ancient Age. You can't read the type under it, because it's backward. But that doesn't matter, because you turn the page to see how the thing is done. And then you read it.

A wonderful idea. A wonderful way of planting a product name deep in the memory. #

Looking at Radio and Television . . .

A Post-Yule Gloat & Forecast

By the Eye and Ear Man

The jolly season of bribery and subornation under the thin disguise of Christmas Spirit has come and gone and the power of this mighty column has left its happy toll on the culprits.

This year the giving of the usual junk was sharply curtailed. As a matter of fact, anyone seen sneaking out of a building with his own bought-and-paid-for bottle of hooch was automatically suspect and blushed with anger in his righteous indignation. More liquor was drunk and paid for by the topers than in the memory of man. Naturally unaccustomed sobriety was the watchword in many normally drunken homes.

Even the usual collection of calendars; boxes of oranges; letter openers; paper weights; cheap wallets; memo pads; matchboxes with your very own name; coin boxes; diaries; ash trays; one-week clocks; ice buckets; briefcases; cigars; plants; coffee cups; press passes; girls; due bills; airplane tickets to romantic places; combs; files; wigs; costumes; false beards and noses; real oil paintings, etc., was sharply cut down. The big ones, Cadillacs and sail boats, seemed to have disappeared.

■ There were other circumstances that governed the curtailing of the generosity: The plain honest facts of life are that the old profit-and-loss statement for 1958 wasn't so hot and the first economy is to lop off a sales expense that never tangibly produced a sale.

It appears that an era of tough competition is upon the radio and television industry. The costs of doing business are rising and the profit margin is being whittled down in an era when the pencil has to be sharpened in order to get the order against fierce competition.

The former way of doing business was to figure yourself a 100% profit on either the sale of time, program, commercial, or services. In a business noted for its high return for dollar invested, certain companies which have become public owned have opened their books to public scrutiny and in some of them the volume is great, but the enormous risk and often ridiculous overhead made the profit less than 1%.

■ In this crazy-quilt world certain economies will be made. Comptrollers are cracking down on traveling and entertainment. Every item is examined carefully in a business normally noted for its free spending ways. One of the first items that got thrown out was the gifts and padded payrolls where it was obvious that someone was cutting in on the owners' just profits.

Well-intentioned columnists are fine people to be watchdogs over the conscience of the people, but there is nothing like a good old fashioned auditor to ferret out items that are detracting from the just profits of a company.

The fact is that television is now a big business. It is no longer a business to be run by the kind of operators of the "Ma an' Pa" grocery-store variety. The heads of the business must be responsible, far-thinking executives presiding over a corporation with public ownership and working with a dedication to turn a reasonable profit back to the owners by sensible budget controls.

■ What does all this mean to advertising agencies?

It means that agencies—and networks —will have business men to deal with of the type and caliber that they are used to dealing with among their clients. There will be completely ethical relationships between employes as opposed to the shabby fly-by-nights who got the business no matter whom they had to bribe.

Financial responsibility is another factor in this improved new world. The small-time producers of film and commercials were in such a financial house of cards that they could not be counted on to have enough capital to complete a job. The new era heralds large working capital on the part of the new corporations. In general, the progress is vital to the future of the television business. Not only will ethics of the highest order take over, but show business will become big business and much of the marginal frenetic chaos will go. #

Tips for the Production Man . . .

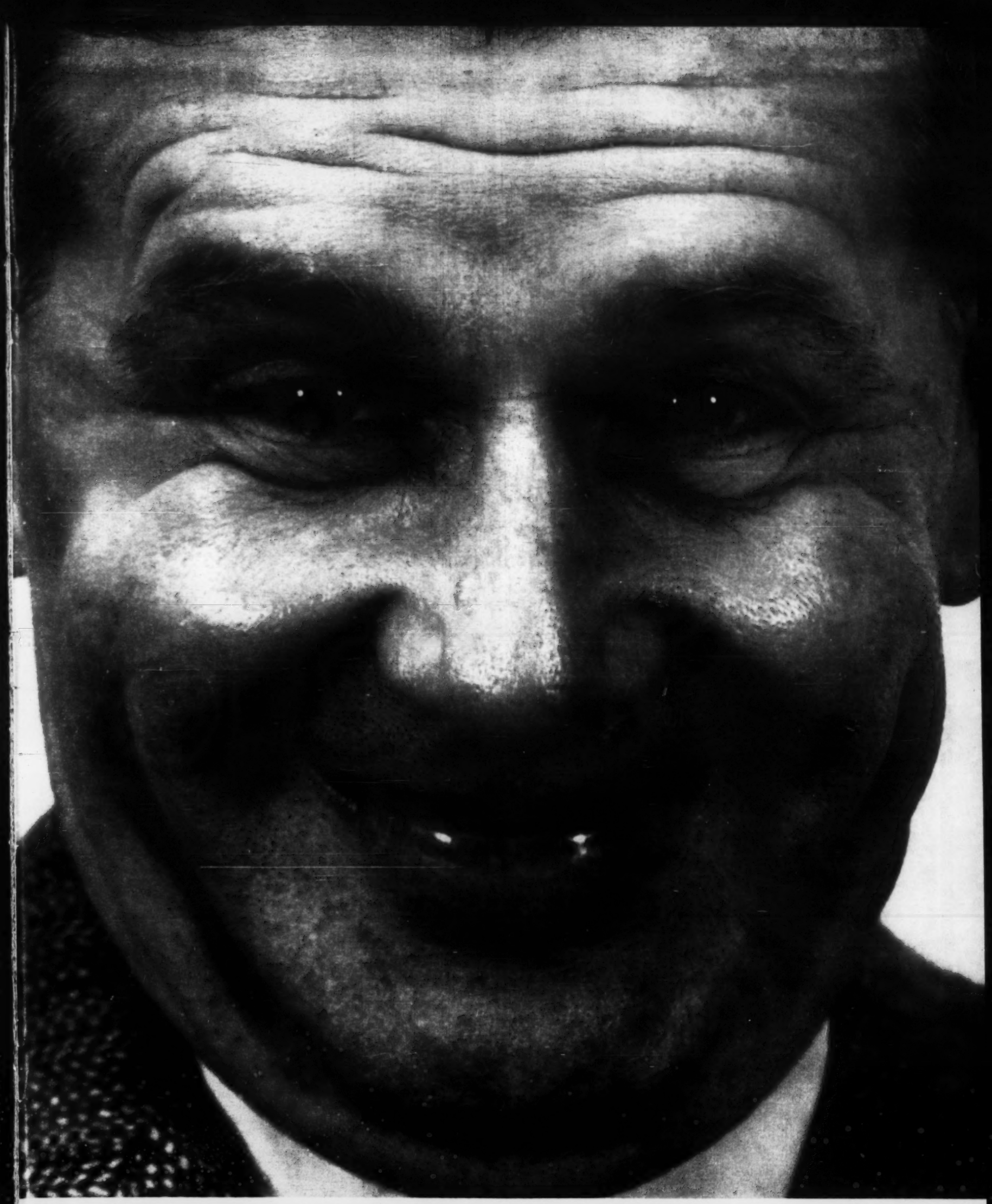
Growth in the Use of Inserts

By Kenneth B. Butler

When the history of business paper publishing is written for the 1950s, there will be a big fat chapter on the tremendous surge in the use of advertiser-supplied inserts.

Scarcely a business paper today that does not carry a half dozen or more spectacular inserts. By their very color, unusual printing or stiffness of paper stock, they stand out in dramatic array . . . a stereo parade in print.

The use of inserts has opened up a new dimension in business paper advertising. The trend was well under way even before the postal department eased the re-



The New York Times Magazine published more lines of advertising in 1958 than any other magazine

Distributed exclusively every Sunday with The New York Times into more than 1,300,000 homes and stores the country over

strictions. Designers have utilized unusual art and illustrative treatments, augmented by unusual papers, die-cuts, and other manifestations of physical presentation.

An advertiser used to tear his hair to find a common denominator page size so that an insert would fit all books on his schedule. Today he doesn't worry about that. Off-beat sizes and smaller-than-trim measurements add to the stopper effect.

Inserts are a natural for the presentation of multiple-page spectaculars. An example of this was the recent General Mills annual report which appeared in Sunday newspapers in major American markets. A musical instrument company placed its entire catalog as an insert in a musical trade publication. A single investment in art and preparatory production is thus enabled to work in many media.

This natural economy is certainly intelligent application of the advertising appropriation. While there is no substitute for steady, continued promotion, the insert spectacular does permit the advertiser of moderate budget to create an impact that does an institutional as well as a selling job.

The imagination of advertising men will doubtless increase, rather than decrease, the use of inserts. There are a few who view with alarm what this may do to the chances of the small advertiser to survive. I do not think there is any cause for worry here, so long as the publishers continue to improve their basic editorial content. Factors that combine to hold readers within the pages of a book will continue to get a reading for the less pretentious ads. The small ads are to the inserts what the 20-second tv spot is to the tv spectaculars. #

Learning from the Retail Ads . . .

The 'Let's Be Approximate' Ad

For the girl who has everything! (including good taste)
WONDERFUL PENDLETON WOOLENS!
Doo Dads, soft kid, leather soles, colors & brocades. S.M.L. 3.95.
Reversible skirts, stitched pleats, colorful, smart!! Sizes 10-16. 29.95.
Classic jacket, high on the wanted list! Sizes 10-18. 17.95 and 19.95.
Robe, glowing with color! Short & full lengths. Sizes 10-18. 19.95 and $25.
Palo Alto: STANFORD SHOPPING CENTER

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This starts off to be a good ad. The newspaper carried it into the homes of a host of people—presumably to buckle down to the pleasant job of communicating a story, and to impress readers so favorably that they would come (many of them) to the store to make purchases.

How well does it fulfill its function?

Not very well.

It is too "approximate."

It is not complete enough, specific enough, detailed enough.

■ The art is pleasing, but it would be hard to imagine a girl's robe as skimpy in the skirt as that shown. Is this something new to match the pencil-legged Levis, or to wear over leotards? Or is it impossible to make a robe with an adequate skirt for $19.95 or $25? Or does the good-looking art belie the fullness of the merchandise?

It would take but little adjustment in layout to provide substantially more copy space. Then instead of saying of the "Doo Dads" (slippers), "colors & brocades," something a little more revealing could have been said.

The "reversible skirts" are "colorful, smart!" But that doesn't convey a great deal.

■ The "classic jacket" is "high on the wanted list! Sizes 10-18. 17.95 and 19.95." Are these also "colorful, smart!"? Or are they in newsprint grey, black and white, as shown? Or what? Why are there two prices for the identical jacket? Matter of size, or does the high-priced one have an added feature or so?

The "Robe" is "glowing with color." What color? Don't women care?

This is approximately an ad.

It is approximate in art.

It is approximate in copy.

And where two prices are given without amplification, it is approximate in price.

* * *

It is difficult for people to respond to approximate ads. Hence such ads are expensive to run. The fact that a good store name and a good manufacturer's name may bring people in, in a busy season of the year, doesn't justify bringing in fewer than the space could achieve. #

From an Art Director's Viewpoint . . .

Time and Time Again

By Andy Armstrong

Iconography has been defined* as "the traditional manner of representing a subject in art, governed by more or less fixed rules."

Andy Armstrong

You meet the term most often in studies of medieval church sculpture and painting, where an eagle stands for this and a tree stands for that and just about everything stands for something else. Iconography is a pervading factor in the art of every period. It is impossible to tell the players without a scorecard. You miss the art object's meaning if you do not recognize its iconography.

Advertising, too, has an iconography —an endless repetition of its own symbols to represent ideas. Indeed, you could say that advertising, from a semantic point of view, is entirely symbolic, since the thing advertised is never concretely present, even on live television. Invariably, the symbol—the picture of it or the word for it—substitutes for the thing itself. That, however, is too complex a view of symbolism to cover in limited space.

■ For this argument, iconography as a facet of advertising comes down to a recurring set of gimmicks in the Handy Adman's Picture Kit—the well-worn symbols he pulls out in those arid moments when he cannot think of any new visual expression for an idea. A clenched fist breaking through the page, to say "News!" A robin, to say "Spring!" A baby chick, or a daisy, to say "Freshness!" A big X across a picture to say "Gone Forever!" A clock or a watch, to say "Time."

Or an hourglass.

Next to the watch, that friendly old hourglass is the most overworked bit of iconography in advertising. And understandably so. Time is the broadest of all abstractions; a fourth dimension untranslatable to three. Since you cannot show Time itself, you substitute the device that measures Time. Instead of picturing the idea, you let a symbol stand for it.

Assuming, then, that the hourglass is a reasonable substitute for Time, let us try to imagine what else this bromide of bromides could mean, if anything. For all we know, the hourglass may make no sense whatever, outside of advertising. It may be as obsolete, for most readers, as the passenger pigeon and mah-jongg.

■ On the other hand, an hourglass could have a connotation outside of advertising that a smart advertiser would have to be out of his mind to sponsor. It could infect his message with an older iconography, a frightening one, built around that same abstract concept of Time. Millions of readers might associate an hourglass with a scythe. Both are the standard equipment of a notorious, bald-headed old man who also sports a long beard, a flowing robe and sandals. To millions he *is* Time. Father Time.

Just for size, try putting *his* hourglass beside an automobile zooming off into the nightmare of outer space. An automobile without wheels, and therefore out of control. Does the reader get another scare when you add the hourglass? Will it say Time to him—or Time Running Out?

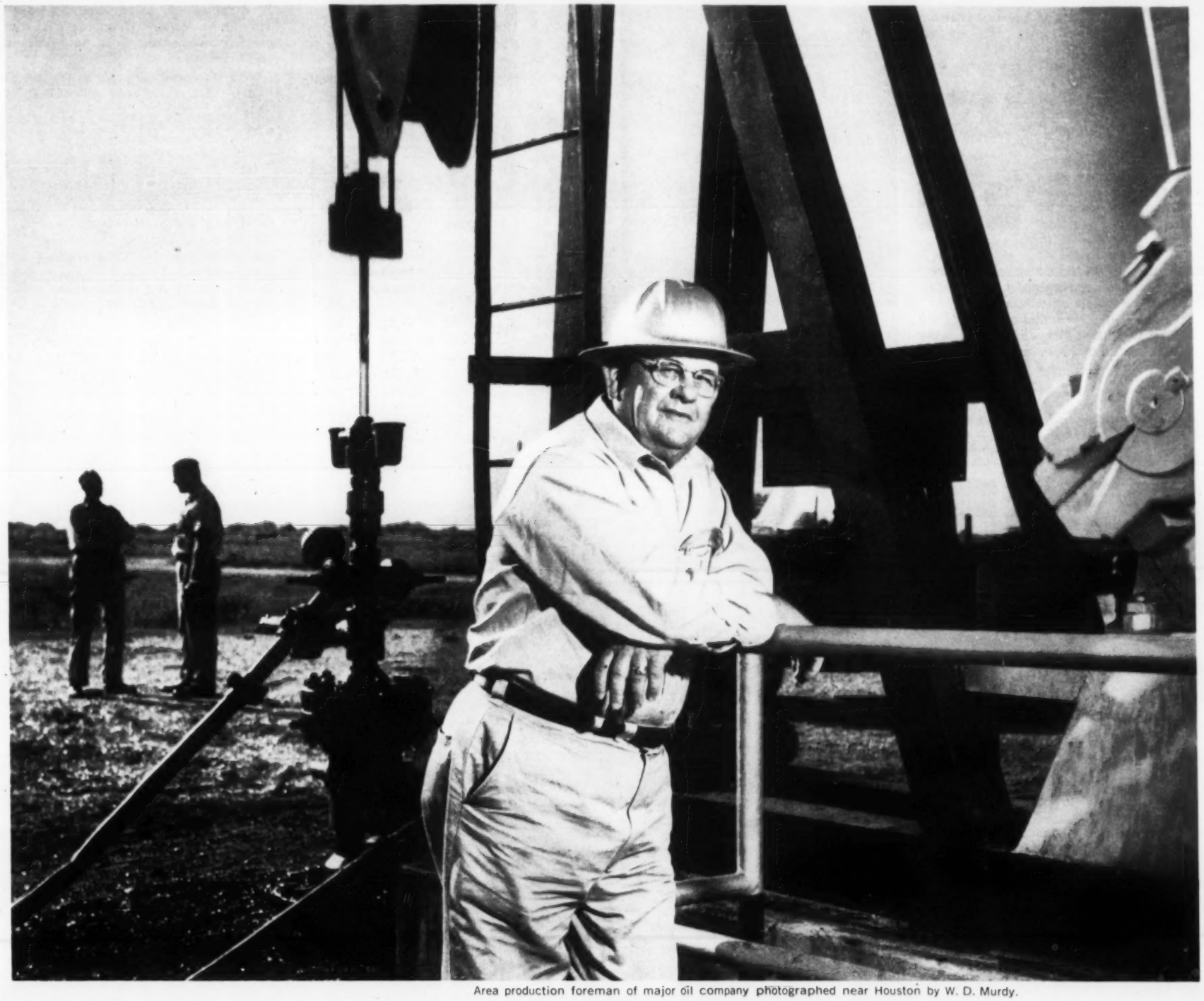
Advertising's iconography, in this instance, may be hooked up to a larger iconography of terror—Father Time and/-or the Grim Reaper and/or Death.

Wow.

Let's cut out the pushing, fellas. It's crowded already here under the bed. #

*David M. Robb and J. J. Garrison, "Art in the Western World." Harper, New York, 1953, (3rd ed.), Page 1011.

What's in Petroleum Week for Farm Bosses?



Area production foreman of major oil company photographed near Houston by W. D. Murdy.

A FARM BOSS, oil country language for area production foreman, finds plenty in Petroleum Week. For Petroleum Week broadens the horizon of more than 45,000 men in the oil industry, at all levels and in all segments. It's the magazine where busy oil men keep informed, where they get up-to-the-minute reports on the news, technical developments, and trends that affect their daily activities. Out of this information they acquire the industry perspective so vital to doing a good job.

A good, responsible farm boss has to keep informed, and that's why he likes Petroleum Week—oil's most readable magazine. He is directly concerned with oil production after the well is brought in. He's also in charge of well workovers and servicing, and takes more than a passing interest in important tools of his trade. Farm bosses are among the many thousand oil man subscribers to Petroleum Week who are actively and directly engaged in the producing segment of the oil industry.

Whether you want to reach farm bosses or presidents, technical men or operating men, the pages of Petroleum Week can carry your advertising messages effectively, for all groups of buying influences are covered. That's why more and more companies are placing more and more advertising in this magazine in 1959.

PETROLEUM WEEK

Oil's Most Readable Magazine

ABP All paid ABC audited circulation

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

One of a series of portraits of oil industry management and operating men.

The Peeled Eye Department . . .

Big January Clearance of Ads, Odds and Ends!

By Dick Neff

Do You Drive Women Tame, Like Us?

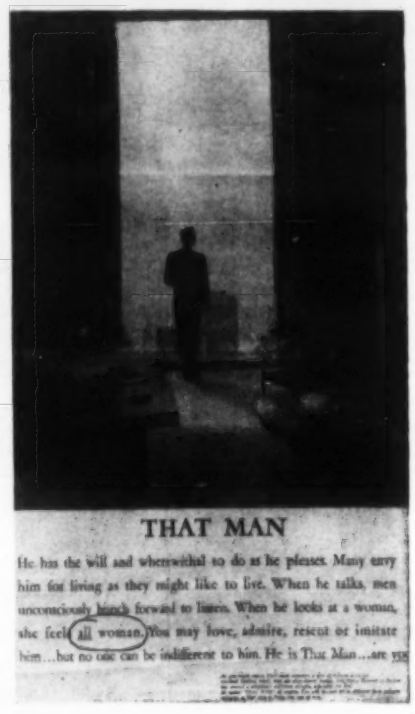
Well, December was quite a month for big red-blooded men who are all-man and little cerise-blooded girls who are all-woman.

First we saw an ad by the Men's Division of Revlon for its new cologne, That Man.

Dick Neff

"When he talks," says Revlon, speaking of the man for whom the cologne was created, "men unconsciously hunch forward to listen." We hunched forward—or maybe it was backward—and listened. "When he looks at a woman," the Men's Division continued, adjusting its bifocals, "she feels *all* woman."

Yessiree, Bub, we thought, that's the kind of two-fisted guy we are. Bet every woman we know gives us a two-ton vat of that stuff. Well, our spelling teacher anyhow.


THAT MAN
He has the will and wherewithal to do as he pleases. Many envy him for living as they might like to live. When he talks, men unconsciously hunch forward to listen. When he looks at a woman, she feels all woman. You may love, admire, resent or imitate him...but no one can be indifferent to him. He is That Man...are you?

A few days later we picked up a copy of *Life* and saw an ad headlined, "If he's all yours and all man, give Bulova."

Hmm, we thought. This changes the picture a bit. Guess all the women we know will give us a Bulova watch instead. We'd better talk to a wholesale jeweler and make arrangements to unload some of this stuff. On the other hand, the millions of fans who write us for our autograph, etc., can't seriously think we're all theirs. After all, we're a married man.

■ Then we saw a Mennen's Gold Crest cologne and skin bracer ad in the same issue of *Life*, with the slogan "all new . . . all man . . . all Mennen." More visions ensued of magnums of cologne flooding our household, sent to us by sloe-eyed sirens who for years had been worshipping us from afar. Suddenly, it became crystal-clear to us just how we'd cope with the situation. We'd pave a little terrace with the watches, see, and right next to it we'd have a watch-shaped swimming pool filled with cologne and after-shave lotion . . .

Yes, that was the confident, dashing mood in which we approached Christmas morning.

Anybody want 12 guaranteed washable Dacron neckties, hand-packed by the mountain people of New Jersey?

Wall Signs, Etc.

Well, we fell for it, so maybe some of your friends will, too. A secretary just outside our office had a neatly folded little piece of paper on her desk reading:

OPEN* in Case of *FIRE

We opened it, and here's what it said on the inside:

***NOT NOW!* in Case of Fire, Stupid**

Merry Christmas Rock

Among the contributions to our Christmas Spirit that visibly moved us last month:

• 1. A stirring rendition of the new record, "God's Christmas Tree," followed instantly by a commercial recommending that you spray your own Christmas tree with "Keystone's Rapid-Dry Spray Enamel in the aerosol spray can . . . also grand for spraying furniture, fireplace screens and those hard-to-get-at places." (Like the announcer's tonsils, for example?)

• 2. A newspaper headline at the subway newsstand just before Christmas, reading:

U.S. LAUNCHES 4-TON SATELLITE; TO RELAY IKE'S VOICE

. . . and on the street just outside the subway entrance these two movie marquees: (a) THE SPIDER

THE TERROR FROM THE YEAR 5000

and (b) THE BLOB

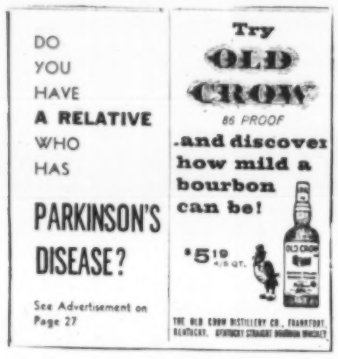
I MARRIED A MONSTER FROM OUTER SPACE

Merry Christmas, Monsters, Happy New Year, Ike. May your year be crazy and reet—and all your Christmases be neat.

Father Knows Best

The father of Aaron Brody, a copywriter at J. Walter Thompson Co., sent him this interesting little note instead of a Christmas card:

"Aaron—send out some Christmas cards. It creates good will. Dad" #


DO YOU HAVE A RELATIVE WHO HAS PARKINSON'S DISEASE?
See Advertisement on Page 27
Try OLD CROW
86 PROOF
...and discover how mild a bourbon can be!
$5.19 4/5 QT.
THE OLD CROW DISTILLERY CO., FRANKFORT, KENTUCKY, STRAIGHT BOURBON WHISKEY

CAUSE AND EFFECT—*Here's the layout commented on by the Peeled Eye Department Jan. 12. A bright-eyed reader, Harold Kirk, also noted it in "Voice of the Advertiser" of Dec. 22.*

Agencies Ask Us . . .

We Gave Them Our Shirts, and What Did We Get?

By Kenneth Groesbeck
Advertising Agency Consultant

Comes an off-beat inquiry this week, from a Michigan agency.

"We know," they say, "about how much we can afford to pay account executives for their various jobs in the agency. We think we even know how to hold on to these often unstable individuals—how to see that they get their due share of the profits. We do not have an unduly high rate of turnover in this area, in our $5,-000,000 operation.

Kenneth Groesbeck

"However, while we seem to know all the answers, we are falling down somewhere, we realize, because our account executives do not seek, nor do they secure, part ownership in our shop. Still the individuals in this agency divide into those who have founded the business, who live or die by its success or failure, and those others, twice as large as the ownership group, who go along with us for the ride, and who would go elsewhere without compunction, were the business to encounter reverses.

"Perhaps," they conclude, "we are giving you too little information on which to formulate your judgment, but since we ourselves do not know what is wrong in our operation, we are at a loss to inform you more accurately. Anyhow, give us any hints which may occur to you as to our procedure, and why it is not really building our business. Here we have given away freely a considerable part of the business it has taken us years to build up, and we have not been able to secure the all-out loyalty which characterizes those who might be called the founders."

I read down through that interesting query without much hope of finding the answer, realizing that here was a situation both obscure and delicate, that we were dealing with a complicated field of human relations. Loyalty was the issue, to be sure, but what was loyalty, and how much of this priceless contribution to corporate success might justly be expected of these younger people who came into the battle late in time, and without suffering any of the wounds and privations which were the lot of the original attackers?

Then I came upon the statement, "Here we have given away freely . . ." and I saw a glimmer of light. Quite possibly, that was the answer.

Let us continue, I said to myself, our observation of this greatly to be desired loyalty on the part of our newcomers. Of what is it composed?

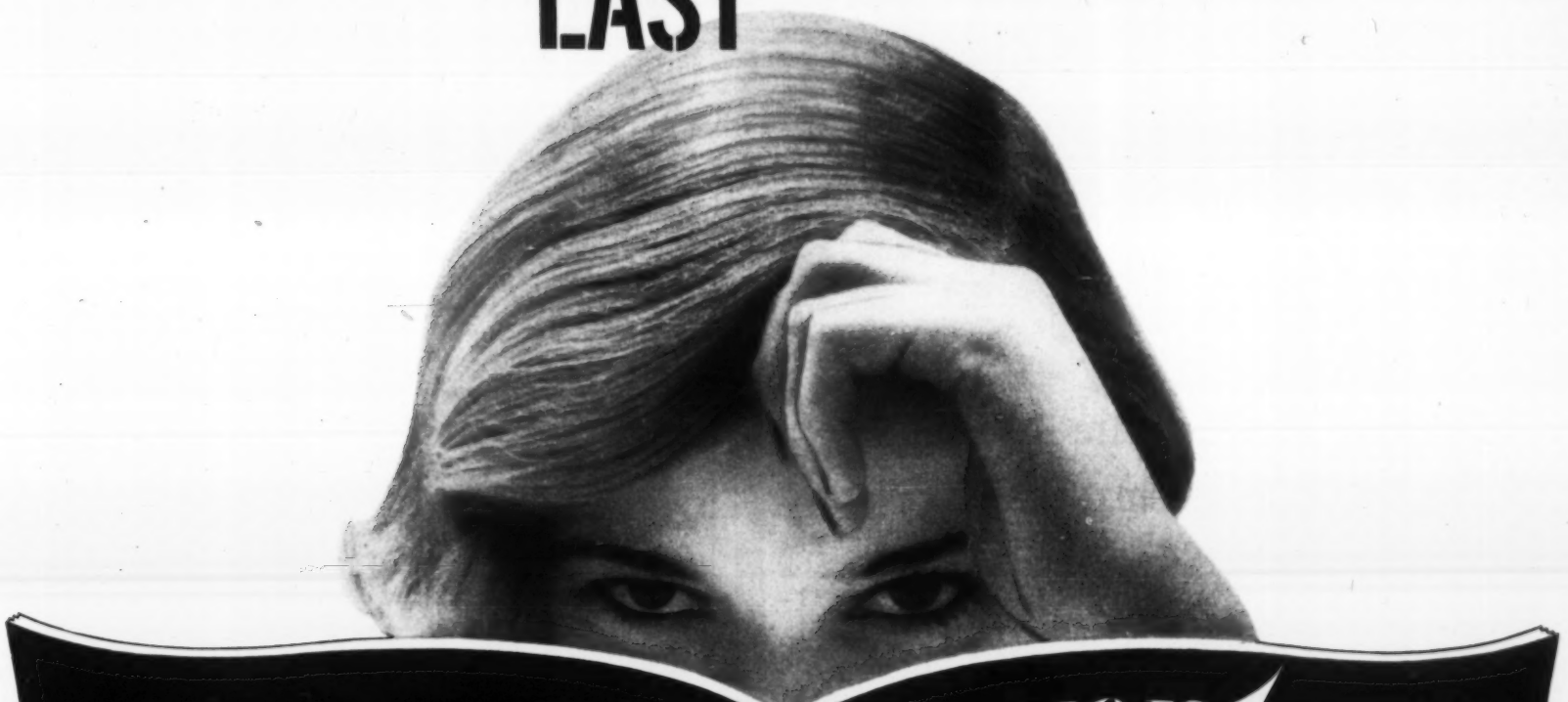
First, loyalty depends upon a high valuation of the person or the company to whom, or to which, it is accorded. We shall not be loyal to any cause unless we esteem it highly. Loyalty is so precious a commodity that we do not offer it freely. How proud are our account executives of their company?

Next, let us look at the attitude of those who founded the agency. They are loyal, completely, and indeed passionately. They will give up much, before they will allow their company to suffer. Why should they feel this way?

Because, I think, they gave birth to the company. Their experiences, through the starting years, were closely akin to those of actual parents of children. They made sacrifices of present things desired in order to assure future success. Most dear, most well beloved, is that person or cause to which we have given freely of the best which is in us. Is that not true?

■ Loyalty, then, it appears, is something we render only to that which we respect and value highly, and which may well

BECAUSE FIRST IMPRESSIONS LAST



buying habits start in... seventeen

"THE SERVICE MAGAZINE FOR YOUNG WOMEN UNDER 20"

...the magazine that makes customers of teen-age girls

seventeen reaches these girls during their most impressionable years (between 13 and 20)...when they're most strongly motivated to express their individual tastes while acquiring lifetime buying habits.

seventeen is read by more of these first-time customers than any other women's magazine. A single issue reaches every third teen-age girl in the U.S....3 issues reach 75% of them.

seventeen is the magazine that starts tomorrow's buying habits today. Nearly half of America's 8,500,000 Young Women Under 20 have purchased merchandise they saw advertised in SEVENTEEN.*

*Gilbert Youth Research

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

have asked us to make considerable sacrifices on its behalf. Apparently we must not only feel respect: we must prove it by our individual behavior before we believe in it ourselves. The outward and visible face of loyalty is seen when we come to the revered altar, and when we make offerings thereon. This analogy, taken from man's religious behavior, throws a definite light on all other forms of loyalty, from Divinity down.

Note the wide difference in past experience between the founding group in this agency and those who came in later, and whom the agency now seeks to make equally loyal. One group has suffered, worked extremely hard, gone through periods of doubt and depression, exulted as their sacrifices and privations finally brought them esteem, reputation, success. The other group—what of them? To them, says this interesting letter, "We have given away freely a considerable part of [our] business."

■ I suspect that right there is the trouble, friend from Michigan. Like too fond a parent, you have made life too easy for these newcomers into your organization. You have not sufficiently valued what you gave them, and, as is the way with human beings, they have not sufficiently appreciated what came to them with so little effort.

■ An agency which has grown to the point where it bills five millions has put into that growth a magnificent contribution of courage and industry, of intelligence and foresight. No matter how desirable the young account executive may seem to be, he does not rate a share in the ownership of such a worthy corporate structure until he has gone through something closely resembling what the founders went through themselves. The least we should expect of him is that he will lay down his own good money to buy this participation. The agency may wish to make it as easy as possible, but the easier it makes it, the less our youngster will value what he is buying.

Too often in our desire to hold on to good men and women, we practically give them what we ourselves sweated to produce. I think this misplaced generosity is the cause of many a loyalty failure. The nearer we can come, in our pre-conditioning of our young people, to the experiences we ourselves went through, the more the barriers between the founders and the new part owners will disappear. #

Consumer Products Are Becoming the New International Language

Motivational researcher Ernest Dichter has returned from a 63-day trip around the world, visiting such places as Russia, Czechoslovakia, Africa, India, Australia and Samoa. A dominant impression that he returned with is that the goods we sell abroad are the most effective means we have of winning political friends and understanding—"more penetrating than speeches or missiles." In this short discussion, Dr. Dichter explains the role of U. S. goods in international diplomacy.

By Ernest Dichter
President, Institute for Motivational Research

When my wife and I were in Samoa just a few weeks ago, we were astonished to hear our host, a native Samoan, ask how Hitler was faring. The news of Hitler's death had not yet reached him. But when he entertained us at dinner that evening, he served, in honor of the fact that we were Americans, Franco-American spaghetti. In a sense, this incident is symbolic of what is happening all over the world. Perhaps more effectively than any other international instrument, the can opener is removing the lid which kept nations and people sealed in cultural isolation.

In South Africa, many of the natives purchase fountain pen *caps*—not the whole pen—just the cap. Obviously it has no utilitarian value; yet it is purchased and worn as a status symbol, a symbol of the white man's progress.

■ In France, I was discussing with one of our clients the best way to advertise an American household product to the French people. "One thing we must be certain about," the client said, "is to conceal the fact that it is an American product." He went on to assure me that, while the French like this product very much, they just don't want to buy American goods.

Incidents of this kind occurred wherever we stopped—in Europe, South and East Africa, India, Australia, the Fiji Islands, Samoa, yes, even in the Soviet Union. I cite them to refute a prevalent misconception: that communism and Russia are more attractive to the uncommitted countries of the world than capitalism, democracy and America. Actually, wherever we went we found that it was the *American* way of life which

Ernest Dichter

was held up as the desirable goal to be reached. *American* products are considered the desirable products to own and to use.

■ At the same time, it is a reflection on our selling techniques that people throughout the world accept our goal of a good life only subconsciously. *Consciously* they reject the American label and philosophy reflected in the products they buy, as was so clear in France. In their daily lives they use more and more American products—automobiles, toothpaste, dishwashers, washing machines (they have them even in Samoa)—yet they find it fashionable to reject the morality of American products and to identify them with a "degenerate" American society.

Our business men must realize that when they sell their products to other nations, they are selling much more than the nuts-and-bolts story. They are also selling a political tool, a philosophical weapon, a symbol of morality or immorality which is more penetrating than speeches or missiles because it is immediately tangible and useful to the average citizen in South Africa or Australia.

If our business men attempt to impose our advertising and merchandising techniques on a different cultural climate, they will be utilizing a kind of "psychological imperialism" which can only alienate other people. In this sense the enlightened kind of Americanism is to think, not nationally, but globally.

■ To begin with, we must give up our concept of frozen societies. All countries are in dynamic evolution today and all people want essentially the same thing, regardless of the economic or political system under which they live. They want better housing, better education, better transportation, a fuller and easier life.

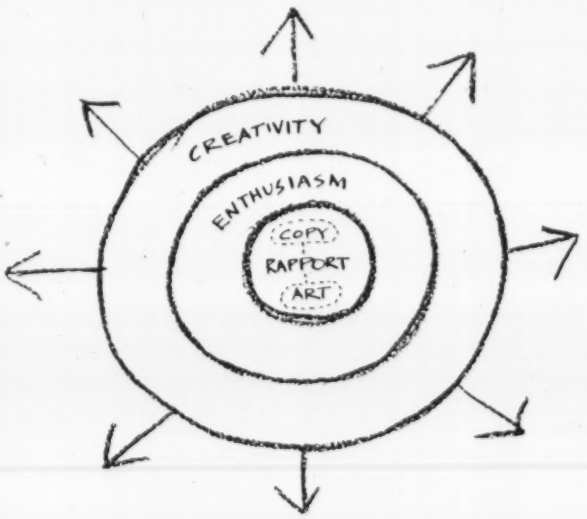
Consumer products have become a new international language. In tangible terms they express moral and political ideas, reflect a country's growth and aspirations. A potential South African consumer market of 10,000,000 natives, for example, may have more effect on the policy of *apartheid* than any government edict. And in Russia, with its sophisticated form of communism, as well as in Samoa with its primitive form, people are clamoring for more—not fewer—consumer products.

■ Today, the international community is a world encircled by a web composed of three main strands: *First*, the attitudes and needs of people, which are far more important than the statements of their leaders or the political system under which they live. *Second*, the global standardization of the products they buy and use, for it is this product standardization which serves as an international language, an international equalizer. *Third*, the quest for identity which leads people to seek both national and individual self-realization. These three strands form a web of world influences which cannot be ignored.

Both my wife and I came home from our travels with the conviction that if this concept were better understood by more Americans, it would help to break down barriers among people and bring the world closer to the achievement of a psychological United Nations. #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson



What do art directors expect from you?

One of them has a word for it

"I do not *expect* anything from copywriters," says Chicago designer and free lance art director Herman I. Shore, "as though I were sitting around waiting for them to *perform*. But there are qualities I assume and there are those I *hope for*.

"I trust the copywriter's judgment with words and his willingness to relay the necessary background material. I start off by trying to establish *rapport* between us.

"Rapport, mutual respect, sparks my enthusiasm, which in turn generates creative solutions.

"Working with good copywriters has helped me to express myself and my ideas better.

"One thing more. I expect copywriters to respect my ability and my need to 'be alone and work it out'—as I respect theirs. And they should understand that I, too, am supposed to contribute something to the finished ad. Of course, if a copywriter understands all this, we've *got* rapport and I can do my best for him."

Next Lesson: "Copywriter's Rough: a Definition"

THRIFTY—*Ads like this helped promote Sweden's savings push.*

Swedish Banks Use All-Out Drive to Increase Savings

STOCKHOLM, Jan. 20—An intensive advertising campaign throughout Sweden to increase bank deposits was a "roaring success," according to the agency, AB Svenska Telegrambyran, here.

During Savings Week, held in October, the number of deposits made and the number of new accounts were five times bigger than during the corresponding week of the previous year. The money deposited totalled $25,353,000 as compared to about $14,000,000 in 1957.

Of Sweden's 440 savings banks, 400 cooperated in the drive—making it the biggest joint ad campaign the savings banks had ever undertaken in this country, according to the agency.

■ *Valstand spirar dar manga sparar* (meaning that prosperity thrives where many people save) was the slogan in the drive.

The space program included practically every daily newspaper in the country with one insertion

SAVE—*This poster was part of the Swedish drive to increase bank deposits.*

a day, as well as weekly magazines. Posters, booklets, films, lotteries, special meetings and other promotions were also used during the three-week push. The promotion was spearheaded by Sparframjandet, the Swedish savings promotion organization. #

Connor Gets Aurora Pump

New York Air Brake Co.'s Aurora pump division, Aurora, Ill., has appointed Connor Associates, Aurora, to handle its advertising. Fred A. Hinrichsen Advertising, Davenport, Ia., formerly handled the account.

Gaulke Joins Ekco-Alcoa

Ramon G. Gaulke has joined Ekco-Alcoa Containers, Wheeling, Ill., as sales promotion manager, a new position. Mr. Gaulke, a recently discharged Navy officer, will handle some of the advertising duties previously handled by Bruce C. Davey, who left the company to join Aubrey, Finlay, Marley & Hodgson (AA, Jan. 5).

WTAG Promotes Gravel

Richard L. Gravel, formerly local sales manager of WTAG, Worcester, Mass., has been promoted to national sales manager. His successor in the local sales post is Herman H. Kramer, a member of the station's sales department since 1951.

St. Thomas Forms Company

Charles St. Thomas, specialist, marketing service, General Electric Co., New York, former chairman of National Industrial Advertisers Assn.'s implementation committee, has resigned from GE to set up his own marketing organization, St. Thomas Associates, 230 Park Ave., New York.

Atwood Named Digital A.M.

John L. Atwood, formerly in sales and sales promotion for Rand Avery-Gordon Taylor Inc., Boston, has been named advertising manager of Digital Equipment Corp., Maynard, Mass., maker of computer testing and development equipment.

POWERFUL PERSUADER

a SERVICE-SET ad

Readers of your ads and mailers are susceptible to the influence of your message. So don't take chances, be sure your message reflects your best with typography by ***SERVICE****. Service Typographers are efficient and skillful at helping make ads sparkle with the right type treatment. A trial will convince you . . .* ***CALL***

SERVICE TYPOGRAPHERS, Inc., 723 So. Wells St., Chicago 7, Illinois . . . Phone **HA**rrison **7-8560.**

"SCOTCH" BRAND Video Tape

Many people know how to make magnetic tape for video recording; some have even produced it. But only "SCOTCH" BRAND has the treasury of research experience, the technical skills and the precise manufacturing facilities to deliver a magnetic tape of consistent quality that meets the critical demands of video recording.

Today "SCOTCH" BRAND VR Tape is in frequent and growing use on every major network for delayed broadcasts and for some originations. (Examples are shown above.) Its quality is surprisingly superb—undetectable from "live" telecasts on home receivers.

Not so surprising, when you think of it, is that the first and only successful video recording tape comes from "SCOTCH" BRAND, pioneers of magnetic tapes for sound recording and instrumentation as well.

"SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M CO., ST. PAUL 6, MINN. EXPORT: 99 PARK AVE., NEW YORK 16. CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

American in Belgium Gives His Observations and Experiences in Teaching Advertising

To the Editor: Bully for fellow Yale-man James Nelson, who assaults the advertising profs in his article of Dec. 22! As a liberal arts Yalie and a former lecturer in advertising at Ohio Wesleyan University, let me add my enthusiastic "Me, too."

During the hitch I put in teaching 40 students a term at Ohio Wesleyan, we profited from a brilliant department chairman who believed that the subject of journalism courses was not "communications" but "communicating." And communicating, in his eyes, first involved learning how to think out what you were going to communicate.

Net result: Instead of a course on memorizing an insufficient amount of information about advertising techniques, the Ohio Wesleyan course became a case study in *how to think*, advertising being only one particular example out of many possible. This puzzled a lot of the students at first, who had come in expecting to gulp hastily and regurgitate periodically, or who were just taking the thing for an easy "B." But once they got onto the idea that memorizing meant nothing and ideas meant all, it took all I could do to stay ahead of them.

■ In the long run, what emerged clearly were the students who had what it takes for advertising, and didn't need *any* course to make the grade. For example, a student in the class of fall, 1957, Robert Roos, who walked off with the Grey Trophy from the Assn. of Advertising Men and Women, as the "outstanding American advertising student in 1958." The Wesleyan course had nothing to do with it: Bob just happens to be brilliant. The other ones who were good have all been picked up as trainees by excellent agencies.

What distinguished these outstanding students? One thing was lively, inquiring minds, constantly crammed with all kinds of information, and constantly looking for more. Another was the desire to persuade *groups* of people. For example, to persuade the class that I was all wet. (This in comparison with the "salesmen" types who came up after class and tried to persuade me to give them B's for C work.) But the most important thing was that they loved advertising, persuasion, promotion, thinking, communicating—whatever you call it, so much that they talked about it all the time, they slept it, they preached it in their fraternities and sororities. They didn't need a course; just a helping hand. You couldn't *stop* them from studying and thinking!

And this is my point: Advertising isn't a profession, it's a passion. The moment you start setting it up as a profession, in come the bureaucrats and the empire-builders and out goes the creativity. You have fewer fights that way, maybe, fewer ulcers, but the ads are as flat as two-day-old draught beer.

■ Let's take a case in point. Here in Belgium, if you want any kind of prestige at all, you go off to the Ecole de Publicite, and you take two whole years of night courses, an enormous exam, and get a sheepskin. People without the diploma are looked down on. Result: most of the people with the talent —the people with the tremendous *impatience* that motivates us to be creative in order to persuade more rapidly—go into other fields. And advertising is filled with people who suffer from the impression that owning a diploma proves they're creative. And (since some of them aren't dumb) they do everything they can to perpetuate their dominance in the industry, and keep out the idea-makers.

As Mr. Nelson says, advertising techniques *can* be learned, but sure as shooting, you learn faster when you're already in the agency, with the problems staring you in the face all day. *The ability to think cannot be learned; it can only be improved.* What should the goal of a college ad course be, if not to find out who the thinkers are and make them practice thinking?

■ I really liked teaching advertising; frankly, I learned a terrific amount while doing it. The thing that was the most depressing was the textbook, which bored me stiff, something on the order of a book on music written by a man who is stone-deaf. If ever I get my hands on another class of students, here's the list of texts I'll use to stir them up: to start with, the first three or four chapters of Otto Kleppner's "Advertising Procedure," which is good theory. Go on to "Madison Avenue, U.S.A." for the basic stuff on planning, market research and media, but skip the two sermons in the back. Chew through Pierre Martineau's "Motivation in Advertising," and, for the methodologically minded, let 'em browse in G. H. Smith on MR. Make sure they read Harry Wayne MacMahon on the tv commercial, and exactly one chapter in Merrill De Voe's book on copy (the one on how an ad gets constructed). Get one of the Osbornites to take them through two hours of brainstorming, then spend the next hour tearing the idea of group creativity apart. Make them *buy, read,* and *treasure* Nick Samstag on "Persuasion for Profit." Force them to read John Dollar's speech to the ARF on the "Fear of Advertising" in American society, some weekend when there isn't a football game or a dance. And, *for sure*, make sure they have as required reading Shepherd Mead on "How to Succeed in Business without Really Trying," and John Schneider's "The Golden Kazoo."

Oh yes, throw in a couple of issues of *Graphis*, and follow it up by making them analyze why the ads in *Popular Science* do so well.

Then give them the questions to the exam in advance, and let them bring any documents they want to an open-book exam. Essay questions, of course, because otherwise you aren't going to learn anything yourself.

■ Grading? Ignore the papers and give A's to the ones you like and the ones who got you furious the most (after you calm down, of course). Give B's to the sincere girls who're majoring in Home Ec and the super-stable types from the Econ and Marketing departments. Give C's to anyone whose name and face you can't remember.

What about the D's and flunks, you say? You won't have any, I hope, with the proposed curriculum. And even if you do have some deadbeats, don't flunk 'em; they may get elected to Congress later and put through some more anti-ad bills.

Albert Stridsberg,
Account Executive, McCann-Erickson Co., S.A., Brussels, Belgium.

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Here's Cigar Institute '56

To the Editor: We agree with the Creative Man that the White Owl advertisement he cited in the Dec. 29 issue of Advertising Age is all the good things he says it is.

Almost all, that is. We think we ourselves sounded this refreshing new note in cigar advertising in September, 1956. It was the first of a series of ads for Cigar Institute of America, all showing pop and the kids—with the running headline, "Ever notice? A man who enjoys cigars enjoys life." The proof is enclosed. We thin! it, too, is pretty simple, direct, replete with human interest, in much the same mood as the White Owl job.

But after all, one of Cigar Institute's purposes is to inspire and influence the advertising of all cigar manufacturers. We're certainly not complaining—just pointing out.

Thanks to the C.M. for his constantly fresh, vivid and sometimes crusty comments on advertising.

James F. Egan,
Vice-President & Creative Director, Doherty, Clifford, Steers & Shenfield Inc., New York.

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AFA President Outlines Association's Objectives

To the Editor: Thank you and Advertising Age for the fine article on the Advertising Federation of America's plans for its first annual briefing in Washington to take stock of advertising's status in the Capitol City on Feb. 9.

Your Washington editor, Stan Cohen, has done his usual good job of reporting and commenting on the situation, but was handicapped by the nonavailability of complete facts.

First, let me say we have a dual purpose. AFA hopes to achieve two objectives: (1) Keep its vast membership (somewhere between 50,000 and 75,000, including 129 adclubs, 1,000 company members and 17 national vertical associations) fully informed by way a much improved, fulltime reporting service, and (2) bring representative leaders of all these groups to

Put your salesman where he can reach the largest number of potential customers, the 3 million plus people with over 4 billion dollars to spend who live in the 75 county WSJS market.

NBC AFFILIATE for Winston-Salem, Greensboro, High Point

Call Headley-Reed

Washington once a year to hear the advertising story first hand and to talk over their problems, face to face, with their congressmen and bureau officials.

Our major service objectives must continue to be what they always have been: (1) raising the standards of advertising within the industry, and (2) raising the public acceptance of our industry.

AFA has no intention of going into the lobbying business by hiring a registered lobbyist, but we certainly have no intention of objecting to protests by our members, if they wish to complain to their congressmen *after they learn of certain inherent threats in a proposed piece of legislation.*

At the same time, AFA will continue to use its New York legal counsel of Murphy, Block, Sullivan & Sawyer on special assignment in Washington on any matter or principle in which the general interests of advertising are in jeopardy. . .

I might add, in clarification of Stan Cohen's column, that AFA did not "try to interest a group of media representatives" to serve as a free reporting service for the federation. We have always been interested in a fulltime reporter in Washington, but have not been able to afford that luxury. The suggestion that Washington media men work together cooperating to bring news to AFA until we could afford the luxury came from several media people themselves last summer. We merely accepted the suggestion and went along to hear how they like their own ideas.

At the meeting to discuss the cooperative plan, the fear was expressed that the result would be ineffectual. They were generally willing to help supply news to an AFA man, however. At that meeting, aid was promised to enable AFA to employ a veteran Washington association news man. That plan is in the process of fulfillment.

C. James Proud,
President and General Manager, Advertising Federation of America, New York.

• • •

Catalina Cabbage Rose

To the Editor: L. G. Globus, our advertising manager, and I were reading the Dec. 22 issue of ADVERTISING AGE, and we are both most intrigued by the letter that you had received from Jean Reeve of Detroit. The lady is probably concerned about what Mr. Globus facetiously called our "Catalina Cabbage," which in truth is a rose that is perched at the bottom of the low-cut swimsuit. This suit is Catalina's famous "Sun Stunner" and we are enclosing a large print of this garment, which is very appropriately modeled. . .

It's always good to get a little fun out of this business of ours, but may we tell you seriously that we enjoy reading your wonderful magazine.

Dennis J. Gless,
Director of Publicity and Public Relations, Catalina Inc., Los Angeles.

• • •

Ayer Copywriter Turns Out Those 'Topics of the Times'

To William Tyler, the Columnists' Columnist, via the Editor: A few weeks ago, you reprinted a few paragraphs from "Topics of the Times," answering a Princeton professor who had attacked advertising writing.

I meant to drop you a note at the time but life kept complicated. I did mention the matter, however, to the editor of the "Ayer News-File," with the result that the enclosed story appeared in the current issue.

Probably you didn't know or suspect that a good advertising copywriter was also the author of the leisurely, Emersonian column you quoted. The quality and authority of his comment in itself denied the sweeping academic indictment. [Ayer copywriter Cowl Rider has contributed 850 "Topics" pieces to the *Times* since October, 1947, the Ayer house organ explained.]

Cowl was associate editor of the *Richmond News-Leader* when I hired him five years ago. He still turns out "Topics of the Times" on the side, sometimes two or three a week.

We used to play a little game each morning. I'd turn to the *Times* editorial page, on my commuting train, and try to decide from style and content whether Cowl had written that day's column. When I guessed right, he put a gold star on my scorecard. A miss brought a black mark. My percentage improved rapidly with practice!

I'm glad AA has bought and continued your column.

Ken Slifer,
Vice-President and Executive Director of Copy Department, N. W. Ayer & Son, Philadelphia.

COLOR in THE NEWS

Full color advertising in four color process...and spot color with one or two colors in addition to black...is now yours to use in The BUFFALO EVENING NEWS.

The NEWS first color page appeared August 26, 1958. From that date to November 30th, color advertising has reached the total of 154,599 lines, about evenly divided among local and national advertisers.

The NEWS is proud to provide its advertisers with the opportunity to present their products to the great Western New York market in full color with unexcelled quality in the reproduction. Let us send you sample tear sheets demonstrating this quality.

Use NEWS COLOR to multiply your sales in the vital, growing, compact Western New York Market of over 1,600,000 people.

The NEWS is the only Buffalo newspaper to offer all three... FULL color...FULL coverage...FULL six days per week.

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

Florida's farm production climbs to new highs!

Agriculture—one of Florida's three strong economic legs—stepped up to a new high in total value for the 1957-58 season according to preliminary figures.

Money value exceeded $717,000,000!

Despite three months of unfavorable farming weather, dollar value of production was up 4 per cent over the preceding season and 25.9 per cent over 1954—an accurate barometer of the increasing strength of Florida's farm economy.

Florida's farmers have money to spend!

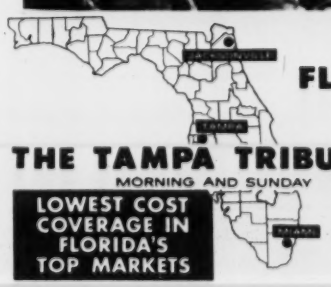
Florida's 57,000 farm households enjoy an average gross income of nearly $10,000 a year. More than 7,000 of these farms gross in excess of $10,000 and half that number more than $25,000 annually.

Farm buying power is responsible for a healthy segment of Florida's $5.8 billion in retail sales.

You can reach Florida farmers—at low cost!

Sell Florida's rich farm market through the pages of Florida's three leading dailies. The Miami Herald, The Tampa Tribune and Times and The Florida Times-Union deliver from 20 to 100% household coverage in the counties *where 78 per cent of Florida's farm income is produced.*

Want more facts about Florida—America's exciting new profit-market? Write us today!



LOWEST COST COVERAGE IN FLORIDA'S TOP MARKETS

FLORIDA TIMES-UNION
JACKSONVILLE

THE TAMPA TRIBUNE MORNING AND SUNDAY · **THE TAMPA TIMES** EVENING TAMPA

THE MIAMI HERALD
MIAMI

REPRESENTED NATIONALLY BY
The Katz Agency, Inc.
Sawyer-Ferguson-Walker Co.
Story, Brooks & Finley, Inc.

Along the Media Path

"Oscar" trophies, sponsored by **Practical Builder,** were presented during the National Assn. of Home Builders convention in Chicago, Jan. 18-22. The top awards went to the four building companies using the best home merchandising programs of 1958, with plaques to the agencies which helped to develop them. This year's winners were E. B. Vaughters, Seattle; Winn-Rau Corp., Overland Park, Kan. (Fardon, Miller & Fardon, Kansas City, agency); Marvin H. Anderson Construction Co., Minneapolis, and Independence Construction Co., Rockville, Md.

• **WDIA**, Memphis, is again distributing to listeners its 12-page calendar which features a WDIA personality each month along with historical data and "significant" dates in WDIA's own history. The calendars are distributed on a 25¢ a copy self-liquidating basis to the station's Negro listeners in a six-state area.

• **Seventeen** has inaugurated a new service program, "Seventeen Salute to Homemaking Teachers of the Year," designed to emphasize the importance of secondary school homemaking education in teen school, family and community life, *Seventeen* says. The program will honor outstanding junior and senior high school home economics teachers throughout the country.

• **The Philadelphia Inquirer** is now making fractional spot color available in its daily editions. National ads in one color and black, starting with a minimum of 1,000 lines, are now being accepted. The newspaper continues to offer full color in page units.

• In order to preview a new tv film series, "Rescue 8," to the sponsor's employes, **KTVH,** Wichita, scheduled a special show for early Sunday morning, the day before the show actually went on the air. The show and a special 15-minute live program were promoted only to employes of **Steffen's Dairy Foods,** the sponsor.

TASTY TREAT—*WISN-TV, Milwaukee, promoted the debut of a new series of feature films with hot pizzas delivered to the homes of key ad executives in the city and suburbs. Earlier in the week, the station mailed perfumed handwritten letters to the admen's homes urging them, "Please stay home this Saturday night." Shown receiving their treat are Mr. and Mrs. Pat Kocian. Mr. Kocian is vp and account executive of Al Herr Advertising Agency.*

• Radio and tv stations in Denver are cooperating to help promote Colorado's "Rush to the Rockies" centennial celebration. Chairman of the committee, which is working to bring network stars to Denver and elsewhere in the state during the year, is Orville Rennie, **KOA** (NBC); committee members are Clayton Brace, **KLZ** (CBS); John J. McEniry, **KHOW** (ABC Radio), and Joe Herold, **KBTV** (ABC-TV).

• **Living for Young Homemakers** sponsored a contest for builders only at the National Assn. of Home Builders convention in Chicago, Jan. 18-22. Contestants were asked to pick their favorites from among three kitchens designed by *Living* and set up in American Gas. Assn. booths. First prize was $5,000 in kitchen and laundry equipment plus custom planning by *Living's* architectural staff.

• **Pest Control** has inaugurated a new reader service department under the management of Mary K. McDonnell. The new department is designed to answer reader inquiries.

• A promotion piece by **WKBN-TV,** Youngstown, O., consists of a card with an attached folder of Sight Savers, eyeglass cleaning papers. The folder bears the slogan, "WKBN, first in sight and sound."

• The first issue of *Students' Guide to American Industry,* to be published by **Parents' Institute,** is scheduled to appear in the late fall of 1959, with subsequent issues to be published annually thereafter. The print order of the issue will be in excess of 2,000,000 copies, the publisher says. The magazine is intended for classroom and at-home reading by students 11 to 14 years old and includes features on college education, science as a career and choosing a vocation. "Sponsored stories" in the issue will consist of ads presenting in narrative and picture technique the individual stories behind the manufacture of products. Tom P. Hawley, formerly president of Mediatele Inc., has been appointed advertising manager of the new annual.

• **WBT,** Charlotte, N.C., has inaugurated a series of programs which include English-language broadcasts tape-recorded from Radio Moscow, plus a commentary on the subject covered. The purpose of the Sunday evening features is to let WBT listeners know "exactly how the Communists are fighting the cold war," WBT says.

• **WPLM,** Plymouth, Mass., has received authorization from the Federal Communications Commission to increase its power to 5,000 watts—making it the most powerful radio station in the area, WPLM says.

• **WDRC,** Hartford, Conn., reports it devoted more than 20 hours of from-the-scene broadcasting to a series of city council meetings on a local controversy. The broadcasts were part of WDRC's public service programming designed to "bring new strength to radio in the direct and overwhelming face of television," according to the station.

• **Department of New Laurels:**

With the exception of 1946 issues, **Harper's Bazaar** reports that its January issue carries the greatest amount of ad linage in its history.

Good Housekeeping reports that its current February issue, with a billing in excess of $1,439,000, is the biggest revenue-producing February issue in its history.

Total ad pages for 1958 were 963 as compared to 904 in 1957 for the five foreign-language editions of **Popular Mechanics.**

The January issues of **Scholastic Magazines** carry 45% more advertising linage than those of January, 1958, the publisher reports. Linage for 1958 showed an increase over 1957 and advertising on order for the first half of 1959 is "substantially" ahead of the same period of 1958, *Scholastic* reports. Circulation showed a gain of 250,000 in the fall of 1958 over the fall of 1957, with circulation now averaging more than 2,250,000 weekly.

TV Guide reports that its advertising revenue for 1958 was 20.1% greater than in 1957. The 1958 revenue total was $7,760,278, an increase of $1,298,926 over the 1957 ad revenue of $6,461,352. Advertising already scheduled for 1959 is running 70% ahead of last year, *TV Guide* says.

Circulation of **Better Homes & Gardens** climbed to an alltime high of an estimated 4,890,000 with the December issue, *BH&G* reports. The previous high was 4,700,000 copies in November '58.

Electronic Technician wound up 1958 with the largest advertising volume in its history. The publication carried 530 pages in 1958—a 17% increase over 1957. Circulation, effective in January, is in excess of 80,000 paid subscribers, the publication reports, with a guaranteed minimum of 76,500.

Good Housekeeping's circulation average for the last six months of 1958 reached an alltime high of 4,450,000 copies sold, the publisher reports. The figure represents a 217,000 copy average above the last six months of 1957.

Advertising pages in **Nation's Business** for the first two issues of 1959 are 18.5% ahead of the same period last year, according to the magazine. The February issue closed with 33.9% more pages than February of 1958. Four-color volume in the first two issues of 1959 is four times that of the first two months of 1958.

Popular Science Monthly reports that its January and February issues reached a new high in advertising revenue, with a total close to $600,000. The February issue was the second highest in ad revenue among all previous issues, with more than $300,000 in billings, the publication reports. #

Give Your Salesmen a Coat of Mail!

Salesmen average 16 orders per 100 calls from leads through advertising; 38.4 orders from leads after literature is sent VS 9.2 on cold calls. WE BUILD BARRAGES TO BOLSTER SALES!

"That Fellow Bott"

Lee P. Bott, Jr., 64 E. Jackson, Chicago

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

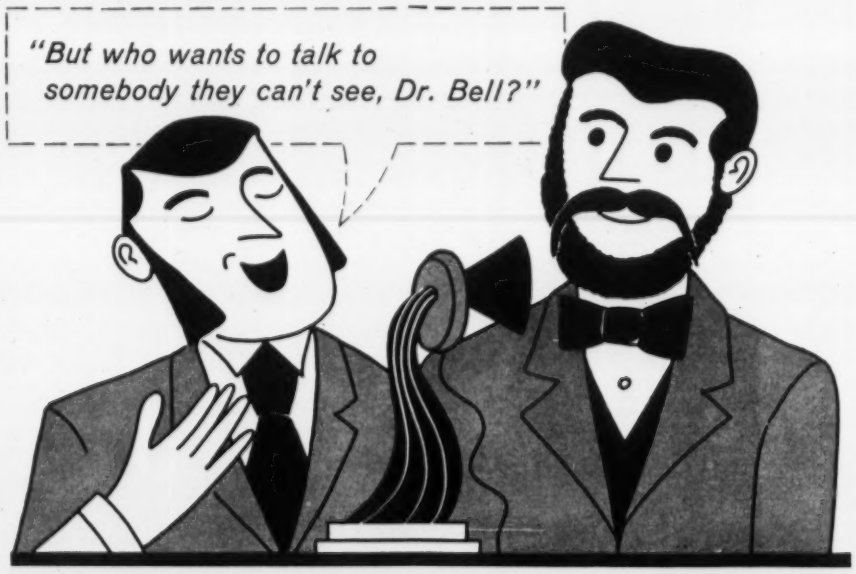
ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG sells this rich, expanding market of 333,000 population with Daily and Sunday Saturation.

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

50,111 ABC CITY ZONE POPULATION



IT PAYS TO KNOW THE ANSWERS

And the answer to the sideburned gentleman's question (as the inventor of the telephone knew) is "just about everybody". Knowing the answers pays off in broadcast advertising, too. To be ready with them, the best-informed people in TV and radio follow every issue of **BROADCASTING,** recognized as the most authoritative businessweekly reporting their field.

The concise, cogent coverage of everything newsworthy in TV-radio that **BROADCASTING** delivers each week has won this journal more **PAID** circulation than the next three publications combined. Call on **BROADCASTING** for facts that make **right** answers easier. Trial subscription of 26 weekly issues is only $3.50. Do it now — we'll bill later.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C

VIDEOTAPE™*

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

SUPER AD—*WBNS Radio, Columbus, O., presented its revamped program lineup in this grocery-style ad in the Ohio State Journal Jan. 6. The Journal's grocery ad department helped prepare the b&w page.*

David Steenbergh, Publisher of Business Papers, Dies at 57

FOND DU LAC, WIS., Jan. 20—David Knox Steenbergh, 57, founder and president of Editorial Service Co., publisher of *The Feed Bag* and other business publications, died Jan. 14 in a hospital here. He had been ill for three weeks.

Born in Milwaukee, Mr. Steenbergh was a graduate of the University of Wisconsin. He worked for the *Milwaukee Sentinel* and the *Wisconsin State Journal*, Madison, before organizing Editorial Service Co. in 1925.

Mr. Steenbergh had been active in the feed industry for more than 33 years. At the time of his death, he also was president of Business Press, a Milwaukee printing company and a companion company of Editorial Service Co.

In addition to *The Feed Bag*, Editorial Service Co. also publishes *U. S. Fur Rancher*, *The Feed Bag Red Book* and *Blue Book of Fur Ranching*. Mr. Steenbergh also started the old *Ford Dealer & Service Field*. He was a resident of Lake de Neveu, Wis.

DONALD LAWDER

NEW YORK, Jan. 20—Donald Lawder, 69, retired automotive advertising manager of *The New Yorker*, died Jan. 16 of a heart attack at his home in Old Greenwich, Conn. Mr. Lawder retired in 1955 after 29 years' association with the magazine.

Born in Paola, Kan., he started his career as a reporter on the *Kansas City Star* and later worked for the *Chicago Daily News* and the old *Chicago Herald & Examiner*. He later became a copywriter with the old Erwin, Wasey Co. In 1926 he joined *The New Yorker*. After his retirement, Mr. Lawder became an independent consultant in the imported car market. Rolls-Royce Inc. was one of his clients. He was a member of the Connecticut Playmakers, the Players' Club of New York and the Detroit Athletic Club. His son, Wallace, is an advertising salesman on *Sports Illustrated*.

JOHN E. WALSH

NEWTON, MASS., Jan. 20—John E. Walsh, 70, who retired in 1955 as promotion manager of *This Week Magazine*, died here in a nursing home Jan. 6 after an extended illness. Born in New York, Mr. Walsh started his career as a salesman with Verree & Conklin, New York, a newspaper representative. Later he became a media director with the Lesan agency and then the old Frank Seaman Co. Subsequently he was promotion manager of *The American Weekly*. His brother, Fred H. Walsh, is senior vp of Cunningham & Walsh, New York.

IRVING J. WEINBERG

NEW YORK, Jan. 20—Irving J. Weinberg, 57, secretary-treasurer of Equity Advertising Agency, died Jan. 15 at Long Beach Hospital, apparently of a heart ailment.

Born here, Mr. Weinberg worked for a number of newspapers and agencies on classified advertising before he and David H. Boxer jointly established Equity in 1924. It is one of the largest classified advertising agencies in the East. Mr. Weinberg was active in Jewish affairs and was a trustee of Temple Israel here and the United Hebrew Community. His son Paul is an account executive with the agency.

REUBEN M. PAUL

CHICAGO, Jan. 20—Reuben M. Paul, 38, president of Paul-Hoffman Inc., merchandising catalog publisher, died Jan. 10 in South Chicago Hospital. He founded the company seven years ago.

HARRY HARTT

CHICAGO, Jan. 20—Harry Hartt, 56, vp of Zipprodt Inc., point of purchase display company, died Jan. 15 of a heart attack that he suffered in his office. He was a resident of Evanston.

Bishopric-Green-Fielden Gains Three Accounts

Bishopric-Green-Fielden, Miami, has been appointed to handle three accounts: Artomatic Co., Miami Beach automatic pen maker; Decor International Corp., Miami furniture wholesaler and retailer (primarily a Latin American advertiser), and Radiation Inc., an electronic research organization, Melbourne, Fla.

Meanwhile, Paul H. Klein, formerly creative director for Rosen/Goeld Advertising, Miami, has joined the Bishopric agency as copy director and Albert F. Green, who has been in marketing and merchandising in Miami and New York for the past 10 years, has joined the agency as an account executive.

Butterworth Plans Drug Book

Bert Butterworth, owner of *West Coast Druggist* until he sold it in July, 1957, has announced plans to publish an annual *Western Drug World Green Book*, a business directory and buying guide for retail druggists, beginning this March 15. Plans call for a controlled circulation of 9,000 copies to reach every retail, wholesale and chain drug organization in the 11 western states, plus 1,000 manufacturers.

Stallmann Named Ad Manager

J. James Stallmann has been named advertising manager of Pullman-Standard Car Mfg. Co., Chicago. Mr. Stallmann, with Pullman-Standard's ad department since 1951, succeeds Hugh W. Foster, who was named manager of marketing services (AA, Jan. 5). Succeeding Mr. Stallmann as assistant ad manager is Michael O. Jolivette, formerly assistant ad manager of Binks Mfg. Co.

Lowell Appoints Lavenson

Lowell Toy Mfg. Corp., Long Island City, N. Y., has appointed Lavenson Bureau of Advertising, Philadelphia, to handle its advertising. Harold J. Siesel Co., New York, formerly handled the account.

Thrivo Appoints Clements

Thrivo Co., Philadelphia, maker of Thrivo dog food, has named Clements Co., Philadelphia, to handle its advertising. Ray Reinhart is the previous agency on record.

SLEEP TIGHT!

You won't have a worry in the world when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DElaware 7-1541

ATTENTION!

Agency New Business Executives...

Many of the smartest agency executives in America—and 11 other countries—have critically examined SOLICITATION AND PRESENTATION TECHNIQUES for three days—and have promptly written checks for $190* for copies. Some buy *two* or *three*.

Purchasers include large, medium, and small agencies in practically every city in the U. S. and Canada—which means that *your* agency's keenest competitors are now using this indispensable working manual.

Why have so many paid so much for copies of this remarkable book? Because one hard look convinced them that its unique compilation of successful case-history experience, new business letters, and winning presentations (weight 8 pounds), would help them get new accounts.

Scores of enthusiastic unsolicited letters say it will help ANY agency get new business that consistently applies its proven methods and techniques—evolved by the champion agency "business getters" of the past 25 years.

The price (which, of course, is tax deductible) is equivalent to your agency commission on only $1267 in increased billing, and many of the sales letters and presentation materials included have helped acquire millions of dollars in new business.

Since it costs *nothing* to see and appraise this book's value to your agency, can you afford NOT to take a FREE look.

The coupon below will bring a copy by return mail for your examination and approval. Better mail it NOW!

**Price $200, less $10 if paid in 10 days.*

FREE THREE-DAY EXAMINATION. MAIL COUPON!

(Offer limited to recognized U. S. and Canadian agencies. Others, remit with order Full refund, if book is returned in good condition at end of three-day examination period.)

If after 3-day examination you decide not to purchase—just write "CANCEL" on our invoice and return book in good condition and you will owe us nothing.

The Advertising Workshop Inc.

117 West Harrison Street, Chicago 5, Illinois

I accept your FREE 3-DAY EXAMINATION offer. AA 1-26-59
(Please print—or type)

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

If I keep this book, I agree to remit $190 within 10 days—or $200 within 30 days.

(Sign) _____

Intricacies of French Ad Media Are Mapped Out by Elvinger Advertising

Advertisers Must Place Time, Space Up to a Year Ahead of Time

PARIS, Jan. 20—For the advertiser who has a product he thinks might appeal to the Gallic soul, the research department of Elvinger Advertising Agency here has prepared a booklet on "Advertising Conditions in France." The current booklet is a 1959 revised edition of the one put out in the fall of 1958.

The first half of the booklet covers population (44,300,000, 1958 estimate); housing (13,401,540 permanent residences, 981,300 second residences); standard of living (93% of the households have electricity, 27% inside toilets, 11% tubs or showers, 78% radios, 3% tv sets).

The second half of the booklet gives data on advertising media in France. The interested advertiser can cull from these statistics the following facts about French advertising media:

There are 121 dailies in France with a total circulation of 10,387,000, covering 77 out of every 100 households. Twenty-nine dailies have a circulation of more than 100,000 copies. Seven of them are in Paris and 22 in the provinces. Their total combined circulation is 7,673,000 copies, representing 75% of the total combined circulation of all dailies.

The leading dailies are *France-Soir*, 1,138,000 circulation; *Parisian Libere* (Paris), 760,000; *Ouest-France* (Rennes), 527,000; *Figaro* (Paris), 405,000; *Aurore* (Paris), 373,000; *Le Progres* (Lyon), 338,000; *La Voix du Nord* (Lille), 307,000, and *Sud-Ouest* (Bordeaux), 305,000.

On advertising in French dailies, Elvinger says, "Although it is relatively easy to conduct an advertising campaign with the help of local dailies in a given area, it is often difficult to aim that campaign to a specific socio-economic group because in cities where there is one local paper only, this paper is read by people from all groups.

"The sales figures of about 60 dailies, including some of the largest ones, are audited by an independent organization called Office de Justification de la Diffusion."

On the advertising rates, Elvinger reports: "Rates are based on the number of lines in six-point line units and vary according to position. Contracts generally run over a year. Size of newspaper and column is not standardized. The most current format is about 15 4/10x21", but some papers are 14 8/10x16 6/10" and others are 15 6/10x21 6/10"."

Elvinger says the major dailies have from 16 to 20 pages. As circulation decreases so do the number of pages, with small dailies having only six to eight pages.

Advertising takes up about 20% of the space in Paris dailies, 15% in large provincial city dailies and is "not worth mentioning in the small local papers."

■ There are 45 magazines (29 weeklies and 16 monthlies) in France having a circulation of 100,000 or more. Their total combined circulation reaches 22,420,000. In contrast to dailies, these 45 magazines are national. Part of their sales (sometimes more than 20%) takes place abroad and in the French Union. The sales figures of most of these are checked by the Office de Justification de la Diffusion.

According to Elvinger, the Centre d'Etude des Supports de Publicite, an organization set up by advertisers, agencies, newspapers and magazines, provides survey information on the readership of 60 dailies and 55 magazines, showing the differences which exist among the readers. Elvinger says these surveys show audience duplication among magazines is frequent.

Advertising rates for magazines are established either on a line or on a page basis. Contracts and discounts are established in the same way as for dailies. A four-color one-page ad can be run by almost all magazines.

Space in most large magazines must be reserved from three to six months prior to publication date and even one year before in the case of color plates, Elvinger says.

■ Outdoor poster space on walls and fences is rented from the owners, either by billboard companies which then rent it to advertisers or directly by the advertisers, Elvinger says.

There are also billboard companies which will contract locations belonging to municipalities and public services: national railroads, subways, public buses, etc.

"In France," Elvinger reports, "outdoor posting is regulated by law. Free posting may be done on sites which are not reserved or protected by the law. Billboard companies rent their space either for 15 or 30 days (short reservation) or for a period of three years (long reservation).

Sites must be reserved six months and sometimes even one year in advance.

PROTEIN—*Kellogg Co. features the protein ingredient in its Special K cereal in this full-page two-color ad to appear in Look and The Saturday Evening Post. Leo Burnett Co., Chicago, is the agency.*

Signs can also be placed in subway stations and corridors in subway cars and Paris buses, in railroad cars, in railroad stations. In some districts of Paris and large cities, neon light panels can be placed, Elvinger says.

■ Radio advertising in France presents a problem, since the only network in the country, French National Network, is owned by the government and carries no advertising. However, four privately operated stations are located in bordering countries and sell advertising. They are Radio Luxembourg, Europe No. 1, Radio Monte-Carlo and Radio Andorre. Two stations accept advertising directed to North Africa—Radio Tanger and Radio Maghreb. Both are located in Tangiers.

Seventy-eight per cent of all French families have radio sets. According to a survey made, most of these listen to the private stations rather than the government-owned programs. Out of 100 radios tuned in at any given time, according to Elvinger, the survey revealed that 71 are tuned to private stations, 28 to the national network and one to a foreign station.

■ Of the 71 sets tuned to a private station, 47 are tuned to Radio Luxembourg, 15 to Europe No. 1, eight to Radio Monte-Carlo and one to Radio Andorre.

No one private station reaches the total French audience.

An advertiser can either buy spot ads with a program produced by the station or he can sponsor a weekly or daily program produced and paid for by the advertiser.

Elvinger says it is practically impossible for a new advertiser to get time at peak hours (12 a.m. to 2 p.m. and 7-10 p.m.) on Radio Luxembourg. When an advertiser wishes to advertise, he applies to the stations and eventually will accept the time he is offered. Time has to be booked three to six months in advance.

■ Motion picture theaters are an important advertising medium in France. Every week, an average of 7,900,000 Frenchmen go to the movies. Out of 5,365 movie theaters, 4,851 accept advertising. The screens are rented by commercial film producers-distributors, and they sublease and bill the advertisers for their services.

There are three major commercial film producers-distributors, according to Elvinger. They are Jean Mineur, with 1,704 theaters; Cinema et Publicite, with 1,395 theaters, and France Films with 1,752 theaters.

"Screen is rented on a weekly basis. The commercial film is shown twice a day maximum with the theater half-lit, either during the intermission or at the beginning of the program," Elvinger reports.

"A discount is made if the entire chain of theaters offered by a single distributor is used, although each theater can be rented separately. In general a commercial film will be shown for several weeks, consecutive or not, in the same theaters. The advertiser is charged for projection costs and for the cost of producing the film and having the required number of copies made," the booklet says.

■ Television is a small factor in French advertising, since only 3% of the households possess a set. As with radio, the only French tv network is government operated and carries no advertising. Two privately operated stations in bordering countries—Tele-Luxembourg and Tele-Monte-Carlo—accept advertising.

In 1957, Elvinger reports, total advertising expenditure in France was about 115 billion francs, which compares with an expenditure of 45 billion francs in 1951.

Broken down by media, the advertising costs were distributed as follows: Print, 60 billion francs; direct mail, exhibits, 14.2 billion francs; windows, giveaways, 13 billion francs; posting, 7.8 billion francs; radio, 6 billion francs; motion picture, 5.5 billion francs, and miscellaneous, 8.2 billion francs.

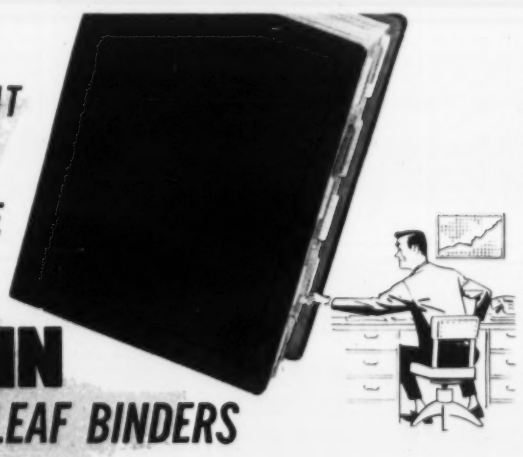
Elvinger's address is 78 Avenue Marceau, Paris. ≡

Hostess Market to Expand

Hostess latex household gloves, marketed by Becton, Dickinson & Co., Rutherford, N. J., will soon be distributed nationally with the support of expanded trade and consumer advertising. New merchandising programs are also planned for the expansion. Norman Malone Associates, Akron, O., handles the account.

Paste Paper ALWAYS with Best-Test
BEST-TEST PAPER CEMENT
A Real Adhesive
NO WRINKLING CURLING SHRINKING
BEST-TEST never wrinkles — curls — shrinks. Excess rubs off clean.
FOR THE GRAPHIC ARTS A MUST
A size for every purpose. Sold by Stationery, Artist Supply and Photographic Dealers everywhere.
UNION RUBBER & ASBESTOS CO. TRENTON, N. J.
BEST-TEST MAKES PASTING A PLEASURE

CONSTANT SALES PRESSURE with HEINN LOOSE-LEAF BINDERS



Heinn binders maintain sales pressure by keeping buyers aware of your company and your products. The impression value of Heinn binders is so good that your salesman's callback usually means a sale. You cut your cost per sales call far below the average of $18.92 reported in a recent survey.

Heinn brings you a *complete line* of custom-styled binders and indexes. Prices are low to moderate, depending on your preference in workmanship and materials. You get the industry's best dollar value and something more — the counsel of representatives who rate as experts in loose-leaf planning and design. Measure your results in binders that exert sales pressure without ever wearing out their welcome, and in insignificant costs for each month of service.

SPECIAL . . . Send for your free sample of Heinn's presentation cover.

CLIP AND MAIL THIS COUPON:
The HEINN COMPANY
Sales Zone 8-A
326 West Florida Street
MILWAUKEE 4, WISCONSIN

Yes, we're interested in Heinn's special services and fast production. Send information on:

	PROBABLE QUANTITIES
☐ SALESMEN'S BINDERS	
☐ DEALER BINDERS	
☐ MANUAL COVERS	
☐ HEINN INDEXES	

NAME
TITLE
FIRM
ADDRESS
CITY, STATE

4005

When you advertise in The Financial Post, you advertise selectively and effectively. You advertise economically because your message goes where you want it to go . . . without wastage . . . where it counts. You reach, influence and sell Canada's biggest buyers.

The Financial Post

481 University Avenue, Toronto 2
1242 Peel Street, Montreal 2

Canada's foremost business newspaper

Schick, Ronson Shift Shaver Ad Setups, Prices

(Continued from Page 3)

to come in with our own promotion money in local markets." The recently elected board chairman added, "It is our intention to spend more of our own money directly at the retail level, rather than develop co-op advertising."

Mr. Gifford said that national advertising expenditures would total the same and that the increased local ad expenditures would be derived from funds formerly used in distributor operations.

Mr. Gifford said he hoped the new price structure would make it more profitable for the small dealer to sell shavers and would stabilize prices at the consumer level. Retailers will be getting a 30% mark-up with the new prices, 33⅓% for orders of 12 or more. Under the old price structure, mark-ups went as high as 48%.

■ The Ronson changes provide for:

1. A suggested retail price of $20 for the CFL shaver, effective Jan. 1, compared with a former price of $28.50.

2. A distributor price of $10.40 compared with a former price of $14.25; in other words, a 48% discount instead of 50%.

3. New co-op advertising policy consisting of a $1 allowance on the CFL shaver, formerly $1.50, and the withdrawal of radio from the list of acceptable media. The Lady Ronson co-op allowance remains 75¢.

4. Withdrawal of trade-in allowances, as of Feb. 28. ≠

FTC Is Asked: Which Adds More Heft—Spuds or Rice?

WASHINGTON, Jan. 22—Congressmen from potato growing areas are asking the Federal Trade Commission to consider this weighty question: are potatoes more fattening than rice?

They are indignant about current commercials for Uncle Ben's rice which recommend rice as a substitute for potatoes for persons who are concerned about keeping slim.

■ Rep. J. Edgar Chenoweth (R., Colo.) followed his official protest to FTC with a statement contending, "there is no foundation to the statement. The advertising is false and misleading and the FTC should stop it."

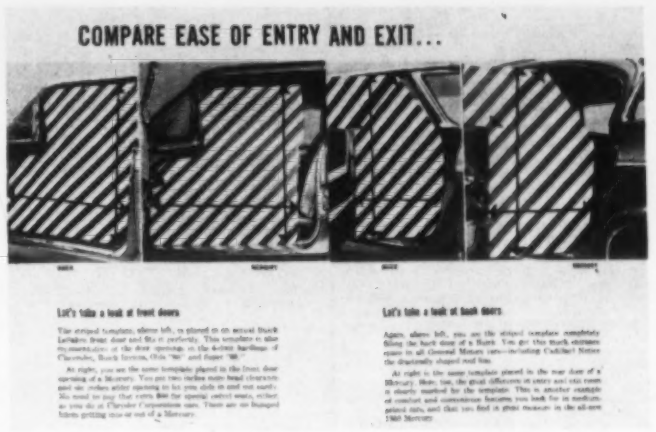
Others who have registered objections with FTC include Rep. Clifford G. McIntyre (R., Me.) and Al Marcker, executive secretary, National Potato Council. ≠

ALBERT EVANS JR.

FORT WORTH, Jan. 22—Albert Evans Jr., 54, founder of Evans Associates, Fort Worth, was killed in an auto accident Jan. 18 near Fort Worth. Mr. Evans had operated the agency in Fort Worth since 1924. Born in St. Louis, Mr. Evans moved to Fort Worth in his youth. He is a graduate of the University of Texas.

Valentine-Radford Changes

Valentine-Radford Advertising, Kansas City, has changed from a partnership to a corporation. New officers of the 12-year-old agency are Earle K. Radford Jr., chairman of the board; Herbert S. Valentine Jr., resident; and George W. Hawley, Jack B. O'Hara and Curtis C. Bogasch, vps.



RIM ROOM—*In this spread Mercury places templates it says represent Buick door areas in front of Mercury door spaces.*

Mercury Book Contrasts Car With Its Rivals

(Continued from Page 2)

advertising on the booklet the week of Jan. 11.

J. Emmet Judge, Mercury marketing manager, said this week that the print order for the booklet had been raised for the third time, now standing at 425,000, and that reports from individual dealers and regional sales centers indicate a snow-balling demand.

"The volume alone is not so impressive to us as the high quality of the inquiry in respect to actual customer prospects," said Mr. Judge. "We had no giveaway, contest or other interest-stimulating effort accompanying this presentation. It was merely an invitation to pick up a book that we feel will be of service to new car buyers, particularly in our price range, which is the medium group. Still, many dealers ran out of copies within 48 hours of the original offer, even though we were using certain selectivity in responding, such as avoiding individuals obviously not at the genuine customer level, including children."

■ "I don't think anyone has ever attempted an auto booklet of comparison with so specific an approach," said Mr. Judge. "We make factual and honest comparisons, backed by technological studies. We use pictures and measurements. We quote exact prices of our cars and our immediate competition, and also prices on comparable accessories. What we first put down as a salesman's guide, now is getting a fine reading reception by our customers."

Bruce E. Miller, manager of Mercury advertising and sales promotion, in speaking of the way the presentation had been given to individual dealers, said it was especially designed to attain selectivity of prospect, and that most of them could be expected to be genuinely interested in a new car.

"We know the retail salesmen and dealers welcome and strive to pass on product information well presented and well documented," said Mr. Miller. "In this booklet they are getting the package that in most cases formerly had to be passed on by word of mouth or other person-to-person communication."

Mercury's book names features of its own cars it claims are superior to Buick more repeatedly than any other competitor, but Pontiac and Dodge also are touched on in the illustrations. Dimensions and ratings are compared with Buick, Oldsmobile, Pontiac and Dodge models, as are the retail prices, with uniform optional equipment. Individual items of optional nature also are priced for all. Prices on Mercury items sometimes are shown as higher. Two competitive hardtops in the Mercury Monterey line, for instance, are shown to be $37 and $100 lower respectively. Another is $21 higher, the fourth $141 higher.

The book was a cooperative effort with Kenyon & Eckhardt, Mercury agency, which aided in art work and layout. Most of the editorial content was Mercury staff contributed. ≠

Elgin Unit Names Balsam

The electronics division of Elgin National Watch Co., Burbank, Cal., has named Balsam Advertising, Pasadena, to handle its advertising and sales promotion. The division makes and sells advance relays for the electronics and aircraft industries.

Network Gross Time Charges

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	November 1957	November 1958	% Change	Jan.-Nov. 1957	Jan.-Nov. 1958	% Change
ABC	$ 8,079,932	$10,338,126	+27.9	$ 74,456,638	$ 92,550,834	+24.3
CBS	21,407,125	21,853,592	+ 2.1	217,304,292	224,946,459	+ 3.5
NBC	18,511,686	19,817,075	+ 7.1	174,698,900	195,154,287	+11.7
Total	$47,998,743	$52,008,793	+ 8.4	$466,459,830	$512,651,580	+ 9.9

1958 NETWORK TELEVISION TOTALS

	ABC	CBS	NBC	Total
January	$9,168,609	$22,094,015	$18,344,111	$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
*October	9,960,524	21,901,036	20,664,587	52,526,147
November	10,338,126	21,853,592	19,817,075	52,008,793

*Figures revised as of Jan. 16, 1959.

Find Niche in Marketing Pattern, Premium Men Told

CHICAGO, Jan. 20—The growing trend among manufacturers to adopt over-all marketing programs is leading premium and other sales promotion specialists to wonder exactly where they're going to fit into this new pattern.

To get a close look at this development, about 150 premium manufacturers, sales promotion organization executives, marketing specialists and sales managers met here last week for the first annual Sales and Distribution Seminar, sponsored by National Premium Sales Executives. Director of the event was Lawrence W. Bell, publisher of *Premium Practice*.

Core of the one-day meeting was a group of four analyses of principal markets for premium merchandise: trading stamp operators, direct sellers, sales incentive organizations and coupon users.

Trading Stamps

Trading stamp operations have grown to mammoth proportions, and in 1958 stamps were handled by retailers recording about 14% of the nation's retail sales, the seminar was told by T. W. White, vp of Club Aluminum Products Co., La Grange Park, Ill.

There is no indication that stamp operations are about to fade in significance, he said. There is, in fact, every indication that stamp company purchases of merchandise are moving up in both quantity and quality, he said. In 1957, he said, these purchases amounted to $250,000,000 at cost—$500,000,000 at retail.

Mr. White gave these hints to companies eyeing sales to stamp companies:

• Stamp companies are looking for quality goods in the luxury category and with remembrance value.

• The value of the average item acquired through redemption in 1957 was about $6. This average has been growing higher every year, he said.

Direct Selling

L. W. Flieman, vp of Regal Ware Inc., analyzed the three basic forms of direct selling—home service routes (which bring all a retailer's services, like credit, to the consumer's door); outright sales to consumers, and party plans by which groups of consumers gather for a semi-social evening, followed by a sales talk by a professional or by the hostess.

To sell merchandise through these outlets, Mr. Flieman said, requires (1) a complete understanding of the kind of operation involved and every facet of the seller's *modus operandi* and (2) sales presentations to these outlets, giving extensive details about the product, its availability, cost variations, service and shipping data. Every effort should be made to take as much thinking burden as possible off the buyer, Mr. Flieman emphasized.

Sales Incentives

The incentive merchandise supplier of today must actually be an administrator of complete incentive programs, Raymond L. Icely, vp of Wilson Sporting Goods Co., River Grove, Ill., told the seminar.

Three elements of competition should be involved in such programs, he said: A salesman's competition against his own past record, his competition as a team member against another sales team and his competition against other individuals in the whole sales organization.

A well-conceived incentive program, he added, should also place winning salesmen in the spotlight before their wives and children.

"Family participation is an extremely strong element in every incentive program," Mr. Icely added.

Coupon Users

Nine different forms of coupon offers and how they accomplish basic marketing objectives were outlined for the group by E. G. Bentley, president of E. G. Bentley Co., Chicago premium counselor.

To qualify for these programs, he said, "a premium merchandise item must meet these qualifications: It must have broad appeal and offer outstanding value for the cost or effort involved; it should relate to the product being promoted, if possible, or be a familiar staple item in the home; it should be timely and have some novel or exciting feature to it; it should equal or surpass the consumer's expectations; it should be tested and be available in quantity from a reliable source." ≠

FUN-PAK—*In its spring advertising, the Michigan Tourist Council will offer vacationers a "guide" packet. The campaign starts with this ad in Holiday, National Geographic Magazine and Redbook in February. Ross Roy Inc., Detroit, is the agency.*

Dog Food Co. Sold: Weiss & Geller Has Account Officially

BATTLE CREEK, MICH., Jan. 22—Purchase of Battle Creek Dog Food Co. has ended a confused situation in which two managements, each claiming control of the company, named separate advertising agencies.

Weiss & Geller, New York, gets the account, replacing Schoonmaker, Williams & Moss (formerly Staake & Schoonmaker), Kalamazoo.

Last November Weiss & Geller reported they had picked up the Battle Creek account, along with two other dog food accounts—Columbus Canning Co., Columbus, Miss., and Woodard Foods of Florida, Orlando (AA, Nov. 10).

However, Andy Grandberg, president of the Battle Creek company, claimed that the man who made the new appointment did not yet have control of the company, and said the Battle Creek account would remain with Staake & Schoonmaker (AA, Dec. 1).

■ Mr. Grandberg said that Ray Goodman, who controls Columbus Canning and Woodard Foods, had only 50% control of the Battle Creek stock, and had not met certain requirements for the purchase of Mr. Grandberg's own half interest in the company.

Subsequently, however, the difficulties were ironed out, and Mr. Goodman took control of Battle Creek. Weiss & Geller was re-notified earlier this month that they now have the account. Schoonmaker, Williams & Moss said the account billed $19,250 last year. ≠

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

ACCOUNT EXECUTIVE. Progressive, growing Southern New England advertising agency, 26 years old, with 1¼ million billings, seeks relatively young account executive whose forte is new business getting and who also has creative ideas and campaign planning and account handling ability. Should have had at least 5 years experience—preferably but not necessarily with medium sized agency and mostly industrial. Accounts sought or to be handled range from $25,000 to $250,000. Salary commensurate with experience. Opportunity dependent on business getting ability. Write to

Box 2149, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

for interview, enclosing snapshot, references and outline of education and experience. Our staff knows about this advertisement.

MOLENE

Editors ..... Public Relations
Copywriters ..... Advg. Managers
Artists .....Media .....Production .....Service
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

RALSTON PURINA COMPANY

has an opening in the St. Louis headquarters for a dog food Advertising Manager with grocery background.

Work involves handling national advertising on a multi-million dollar advertising budget, working at top level management with Production, Research, and Sales; some creative writing and oral presentations. Reports to Director of Advertising.

Grocery advertising experience in Agency as a Product or Brand Manager desirable. Age 27-35; college graduate.

Send complete details to
A. W. Moise
Ralston Purina Co.
St. Louis 2, Mo.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

SALESMAN WANTED

Specialized Business Publisher seeks young aggressive space salesman who can work hard and intelligently. Send complete resume to:

Richard H. Putman
111 East Delaware Place
Chicago 11, Illinois

COPYWRITER. All-around professional, relatively young with 5-10 years experience, for growing Southern New England agency now billing $1¼ million. Good idea man needed, able to spark basic campaign theme and follow through. Accounts predominantly industrial, rapid consumer growth anticipated. Starting salary commensurate with experience, advancement limited only by ability to help us grow. Write for appointment, enclosing references, recent photo, and background. Show samples later.

Box 2168, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AGRICULTURAL COPYWRITER

Immediate opening for versatile, experienced copy man on advertising staff of large southeastern farm supply organization. Must produce considerable volume of direct mail, booklets, pamphlets, slide films, newspaper, magazine ads. All employee benefits. Pleasant working conditions. Write

Box 2187, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1991 Chicago

MATURE MAGAZINE REP

Large circulation national consumer magazine needs a mature man in Chicago office for Midwest territory. Personable producer with broad contacts. Salary and commission. All resumes in confidence.

Box 2189, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

INDUSTRIAL AD MANAGER

Medium sized firm. All around exp.: Layouts, copy, direct mail & magazine. Drive, self-starter. Excellent record. Future limited in present position.

Box 2169, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Over 15 years experience planning consumer, trade campaigns for print media, TV, radio; supervising agency creative departments; administering budgets; creating sales promotion material, dealer aids on budget basis. Capable supervisor of staff or operate as one man department.

Box 2170, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Consumer Packaged Goods Marketers

Successful marketing consultant desires career connection with progressive manufacturer. Experience and background excellent. Demonstrated strateg9 development and analytical abilities. Will relocate. MBA Harvard

Box 2171, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION/ADVTG. MGR.

Age 33, with 6 years intensive experience in media promotion, seeks challenging position requiring skilled creation—ads, DM, brochures, publicity, research. Accustomed to hard work, getting results, reasonable salary. Willing to relocate.

Box 2173, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGRICULTURAL Adv. & Sales Prom. Mgr. Extensive work on local & regional level; know dist. & dealer problems. Successful regional campaigns produced. Can sell and write SELLING copy; know adv. prod. well; produce realistic PR; trade shows, etc. $8000 +. Hard-working young family man.

Box 2172, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV RESEARCHER

10 yrs. exp. all phases B'cst. Res., top AAAA agency. Excl. Ref.

Box 2174, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Public relations and tech. writer seeks interesting position with company or agency. Industrial and trade assoc. exp. Tech. education. Commuting distance NYC.

Box 2181, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADV. & SALES PROMOTION MANAGER

Electrical background. 13 yr. experience High productivity. Copy, publicity, catalogs, trade shows. Know production.

Box 2176, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLISHER

Can you use a Sales Manager . . . an excellent record in sales and management . . . regardless of your budget or location, let's discuss it.

Box 2177, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE INDUSTRIAL ADV. MGR.

Outstanding background in machines, plastics, electronics, aeron.-G/M, engineering. Now copywriter with large NY agency. Write for resume.

Box 2178, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ART DIRECTOR over 15 yrs. experience with leading agencies & Lithographers. Wishes to locate in Southeast or Fla. Layouts - finish art, to final prod. Available immediately.

Box 2179, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Our 48th Year

LAST CALL: Group Media Supervisor. Major-agency exper. All media. Under 40 ..... to $20M
INDUSTRIAL COPY-CONTACT. $9M
SLS. & MKT. ANALYSIS, agency. Forecasting, brand shares, etc.
TV-RADIO AE. Exper. such as program dir., prod. mgr. Syracuse U.-type training. $8,500
PRODUCTION, all around agency experience. $8M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

POSITIONS WANTED

FREE LANCE ASSIGNMENTS

accepted by public relations writer-editor. Extensive local exp. with industrial & consumer accounts. House organs, feature articles, sales letters & brochures, financial reports. Broad contacts. A complete PR program if desired. V. Sarkisian, 75 Monterey Rd., So. Pasadena, Cal. CLinton 6-0679.

EDITORIAL/PUBLIC RELATIONS

Career-minded, versatile young man seeks Los-Angeles-area position. Exp. prod., edit'l., publicity & photography. Also ad sales. Oppty. primary to salary. J. Pelzer, ST 2-3989 or TH 2-3504. (L.A.)

FOR THE BOSS
WHO HAS EVERYTHING

. . . A-1 product, sales staff, and money . . . but needs a sales promotion program to match. Virtual youth (34) with ten solid years of successful sales and promotion experience, aggressive (grr) and dynamic (bzz) ready to leave conservative company for live-wire outfit. Will trade energy and ideas for cash and challenge.

Box 2180, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A HANDY GUY TO HAVE AROUND

I have a world of experience and ability to offer agency or advertiser. My background: Admanager Auto Mfgr., Admanager Brewery, Account Exec and Copywriter with Big 10 agency. Reasonable salary.

Box 2175, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BRIGHT, YOUNG MAN
SEEKS CHANGE

College grad with 3 years experience as both Ass't to Adv Mgr & Sales Mgr in Electronics field. Some free lance work. Will relocate with agency or company. Age 24, married, Salary $7,000.

Box 2186, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HAVE RIGHT ADV-MKT MIX

for position as Adv.-Mkt. Mgr. or Ass't, by offering 6 yrs with large 4A agency, plus MBA in Marketing.

Box 2188, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

OPPORTUNITY for exceptional sales reps with NEW trade magazine in CONSTRUCTION FIELD with qualified circulation. Openings in South, South West, Canada, Japan, S. America. Give complete particulars in letter.

Box 2122, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLISHERS' REP WANTED

The top book in an important segment of the electrical industry needs a sales rep for N.Y., N.J., eastern Pa., Mass., Conn., R.I. Territory producing well on commission basis. Excellent potential in an industrial growth market. New York interviews in February.

Box 2140, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY - SALES PROMOTION

National manufacturer in the food-beverage field has an exceptional opportunity for a young man experienced in:

- Creating and directing publicity to trade journals
- Creating direct mail programs to prospective and existing clients
- Food and beverage trade requirements for the development of sales and promotion tools.

Right man will have excellent future with growing company. Good salary and fringe benefits. Send complete résumé of educational and job experience as well as salary requirements. All replies confidential. Box 375 ADVERTISING AGE, 200 East Illinois Street, Chicago, Illinois.

BUSINESS OPPORTUNITIES

SEMI-RETIRED?

Well est. Colo. Travel Magazine Reasonable investment. Fine reputation. Inquire

Box 2143, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCT. EXECS . . ARTISTS . . FREELANCERS. If you control, contact and/or service one or more advertising accounts billing under $50,000 per year, and need an agency outlet to give you the big end of the deal, phone **Robert Peterson, CEntral 6-6749, Chicago.**

Television stations available, Southeast, Florida, Rocky Mountain states, UHF, & VHF, prices from $450,000 to $1,700,000, terms. **Chapman Company 1182 West Peachtree, Atlanta, Ga., 1270 Avenue of Americas, New York, N. Y., 33 West Micheltorena, Santa Barbara, California.**

Photo studio (Near North, Chicago, Established 12 yrs.) will consider merger with another studio or with art studio now buying photography in worth while volume. Write in confidence. All replies will be answered.

Box 2182, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Publication printing plant for sale to publisher. Profitable plant capable of producing over $400,000 gross without paper. Down payment and terms. In Chicago area. Will sell 50% or all. Excellent personnel. Reasonably priced to publisher controlling moderate volume. Excellent reason for selling. Write

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MISCELLANEOUS

SHARE Mad-53st office with travel, photog. large, light, aircond. full equip. incl. IBM. perfect AD, copywrtr, artist or rep. Sec. ser. avail. **Chas. Rotkin 13 E 53 NYC-3-7464**

Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions. 1025 Lincoln Street, Denver 3, Colorado. Alpine 57093

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Unusual ideas, layouts submitted after careful information study. Industrial, retail exp. Fee on acceptance basis.

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ZINC, LINE, HALFTONE CUTS

(for conventional, printing, gold stamping)
6 Square inches $1.60
Write for FREE catalog containing samples of our work, rate card.
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P.O. Box 115, Hazleton, Pa.

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Art, layout, copy service. Firm quotes, pleasant prices. Mailers, emblems, etc.

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WANTED
Advertising Writer

Good, solid copywriter wanted for established, major Pittsburgh ad agency. Some technical background, knowledge of metals and metalworking is a must. Job includes some source-gathering contact, but is mostly writing and creative thinking on reason-why type ads. Send résumé and a few selected samples. All replies are highly confidential; no checking without your permission. Our people know of this ad. Write Box 358, Advertising Age, 630 Third Avenue, New York 17, N. Y.

OUTSTANDING CREATIVE MAN AVAILABLE

Stimulating, original, productive writer and thinker. Strong on campaign ideas, keynoting, presentations, promotions. Wide experience soft, hard goods; big ticket; consumer; institutional. Excellent on Plans, Contact, New Business. Good team man, leader, administrator. Still under 40; seeks challenging post with good growth potential. Not cheap, but top value for money. Available soon. For résumé write: Box 377, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

WANTED
ADVERTISING AGENCY WITH $250,000.00 TO $1,000,000.00 VOLUME

We are a top 4A Chicago agency in the medium size bracket, handling industrial and consumer accounts. We are seeking one or two smaller agencies to consolidate with our operation. You will like our reputation, creative work, merchandising ideas and physical facilities. Why not talk it over with us now? Box 379, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

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Business, professional, hobby and special interest publications—both nationals and regionals—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives.

Classified Departments, Inc.
(Bill Bowen), 4041 Marlton Ave., Los Angeles 8, Calif., AXminster 2-0287

8,000 DOCTORS READ
the BULLETIN of the
LOS ANGELES COUNTY MEDICAL ASSOCIATION
twice each month
SERVING 6 MILLION PEOPLE
IN GREATER L. A. Co. AREA
Agency Commission
1925 Wilshire Blvd., Los Angeles 57, Calif.
Frank M. Cohen, Adv. Mgr., HUbbard 3-1581

Another National Leader
OUT OF THE WEST

PET SHOP MANAGEMENT

Recognized throughout the nation as the quality publication in the pet retail dealer field. Exclusively an independent trade magazine. No danger of breeders and the public eavesdropping on wholesale prices and shop talk.

Do you want our easy-reference FACT FILE? Sample copy? Rates? Write Irma W. Hall, Publisher, PET SHOP MANAGEMENT. 618 S. Western Ave., Los Angeles 5, Calif. (DUnkirk 7-4423)

P.S. 1959 edition of comprehensive directory of pet suppliers now being compiled. Order yours now.

NO DUPLICATION—JUST NORTHWEST CIRCULATION!

We don't cover California.
Just Wash., Ore., Idaho, B.C. and Alaska.
Circ. 30,000—low rates.
SEND FOR FREE COPY
New owner . . . new formula
Now fashioned after Sunset.
Gardens, homes, interior decor., furniture, food, travel
and CULTURAL NORTHWEST
See Standard Rate & Data.
A Peter Wood Publication
Pacific NORTHWEST Magazine
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SEATTLE 5, WASHINGTON

ASSISTANT PUBLISHER—MAGAZINES

Ten years' experience in administration and management, sales promotion and merchandising of national home service and farm magazines. Excellent background, as Publication Manager, in coordination of all phases of magazine publishing *plus* creative ability *plus* thorough working knowledge of sales promotion and merchandising. Age 42; married; family. Immediately available and ready to relocate. Salary open depending on location and other considerations. Box 373, Advertising Age, 200 E. Illinois, Chicago 11, Ill.

Are You This Copywriter?

Here's a brief picture of the man we are looking for. First and foremost—a seasoned, creative writer, a man of ideas and the ability to translate them into *selling* advertising. Second—this man has copy department management ability, knows how to get along with creative people in all agency departments, and with agency management. He will act as assistant to a busy creative Vice President in an alert, progressive Chicago agency where his own progress will be limited only by his own ability to make it. This is a unique spot for a unique man. Please send your résumé without samples. Salary commensurate. Bonus, trust fund, etc. **Address: Box 380, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

VERSATILE ACCOUNT GROUP SUPERVISOR

Strong in creative marketing

• Blue chip food/beverage package goods and other account experience with top level NY 4As. Fine record sparking successful selling campaigns; creating consumer and trade promotions/incentives in wide account range. Set up nat'l agency field service for famous product; proved ability to select, train men. Adept at writing, presenting plans. At home in copy, media, research, production, p.r.; plans board experience. Have helped win accounts; never have lost one (lucky?). Seeking forward looking agency (or top company) that fosters creativity. Can be available in Feb. Let's talk soon in NYC.

Box 374, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

ACCOUNT EXECUTIVE

preferably with chemical background

experienced in account management, contact, copywriting

wanted by progressive, medium-sized agency in St. Louis.

State background, salary, send samples.

BOX 376, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

WESTERN MOTEL
And Apartment Management
is **MUST READING**
for motel & apt. owners
in the busy-booming
11 Western States.

To tap this lucrative market,
Write - Wire - Or Phone:
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Reach 10,000 Restaurants

Your only way to get Concentrated Coverage of S. California's Fastest Growing Industry. 2nd Largest Dollar Volume Area in the Country. Buyers-Owners-Managers. Inquiries invited from Agencies-Advertisers-Media Reps.
RESTAURANT SERVICE MAGAZINE
1357 W. Temple St., Los Angeles 26, Calif.
WE 9-8360

ADVERTISING EXECUTIVE AVAILABLE

- Account Exec.-Supervisor
- Adv.-Sales Prom. Mgr.
- Art Director

Specialties: Word and picture ideas—dealing with clients and creative people. 20 years in retailing and agencies—New York and Western city. 37 years old. Owner and manager of small agency. $15-20,000. For complete résumé write Box 359, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

TRADE PUBLICATION AVAILABLE!

Solid, profitable weekly in basic industry. National circulation. Enjoys acceptance of leading advertisers and loyalty of readers. Economically run with seasoned staff (available if wanted). Present head will stay on for transition or longer as desired. Unusual opportunity. Price: $250,000 preferably all cash. Responsible principals only, please. **Charles K. Feinberg, Publications Broker, Box 1036, Newark 1, N.J.**

TRAVEL SERVICE OR TRAVEL MERCHANDISE ADVERTISERS

Shoe Promotion Offers Prestige-Store Tie-In

High-fashion shoe advertiser plans big promotional package based on travel theme. Seeking advertisers who would share in travel promotion advantages through nation's leading prestige stores. Travel advertisers would share spotlight in national advertising, in department and window displays in stores, direct mail. Advise immediately of interest. You will be contacted promptly with details.

Box 378, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

BACON KNOWS *MAGAZINES!*

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet No. 56 "How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

Westinghouse Readies One-Two Appliance Punch

(Continued from Page 2)

February in *Better Homes & Gardens, McCall's,* and *The Saturday Evening Post.* On Feb. 15 color ads will appear in newspaper supplements. On Feb. 18, the ads will be repeated in major r.o.p. color newspapers.

"Westinghouse Desilu Playhouse" will carry commercials for the "Wonderama Days" program and new appliances Feb. 16 and 23.

Preparatory to the promotion, Westinghouse distributors are conducting retail salesmen's clinics called the "Wonderama Workshop."

▪ Theme of the second campaign will be "Westinghouse ushers in a new concept in total electric living."

Beginning Feb. 16, Westinghouse will use 90-second commercials about once every three weeks for the "total electric home" on the "Desilu Playhouse" until May, when the frequency will be stepped up. A total of 36 commercials are scheduled, with an allocation of $1,800,000.

The drive will be highlighted by a three-page insert in *Life* May 16. The remainder of the $2,500,000 budgeted for the drive will go into trade publications and other media.

Components that make up the "total electric home" were shown at the National Assn. of Home Builders convention in Chicago this week. Among these are the food preparation center, laundry center, portable appliance center, island refrigerator, weather control center and entertainment center.

Westinghouse also unveiled a full-scale wall panel, utilizing principles of thermoelectric heating and cooling and electroluminescent lighting, which can both light and heat or cool tomorrow's home. This device still is in the developmental stage, and Westinghouse has no plans at this time for introducing the panel as a commercial product.

McCann-Erickson is the agency on both promotions. #

Greek Joins Eureka

Clifford O. Greek, formerly manager of the special products division of Hoover Co., has been named to the new post of director of marketing of the Eureka division of Eureka Williams Corp., Bloomington, Ill.

'Daily News' Moves in Detroit

The Detroit office of the *Chicago Daily News* will move to new quarters in the Stephenson Bldg. Feb. 1.

MEDIA SUPERVISOR AND MEDIA BUYER

These two excellent opportunities are immediately available in the Los Angeles office of a leading national 4-A agency. Both positions require considerable experience in evaluating and buying national and local print media for consumer and industrial accounts. Time-buying experience is desirable but not essential. Men are preferred. Salary open. Your reply, which will be treated confidentially, should give complete background, references and salary required. Our people know about this ad.

Box 27 Ro 515, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

COPYWRITERS-QUICKLY!

Two in Chicago—four in East—two on Coast. Salaries from $8,000 to $12,000 for industrial, machine tool and electronics writers. Up to $20,000 for top-grade consumer goods writer. Quick action necessary.

Cliff Knoble
DRAKE PERSONNEL, INC.
220 S. State St. Chicago 4, Illinois
HA 7-8600

more people read **Sunday**
than any other magazine

METROPOLITAN SUNDAY NEWSPAPERS, INC.
NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO
M-48A

Insurance Company
WANTED

Chicago Daily Tribune
Spt.-Bus.—Page 6 F Tuesday, January 20, 1959

Grant, Schwenck Quits Account of B. L. & C.
Grant, Schwenck & Baker, Inc., announced Monday it has resigned as advertising agency for Bankers Life and Casualty company, Chicago.

TREASURY STATEMENT

BOARD OF TRADE SALES
[Grains and soybeans in bushels, lard in lbs.]
[000 omitted]

	Mar.	May	Other months	Total
Wheat	3,771	2,647	1,384	7,802
Corn—				345
Old style	345	...	....	4,202
New style	1,225	1,269	1,360	614
Oats	406	208	374	1,806
Rye	754	678	2,756	10,336
Soybeans	5,096	2,484		24,760
Grand Tot.				4,480
Lard, drum	1,720	320	2,440	300
Lard, loose	180	60	60	

Open Grain Trades
Wheat

Vast experience in the use of specialized skills now available for Life and Casualty promotion.

Call or write Paul Grant, James C. Schwenck or Frank Baker
GRANT, SCHWENCK & BAKER, INC.
ADVERTISING
520 North Michigan Avenue, Chicago *Phone WH 3-1033*

VIDEOTAPE™
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

Anheuser Is Top Brewer, Schlitz No. 1 Brand in '58

(Continued from Page 1)

place finish—as compared with 1,246,731 bbls. in 1957. Drewrys ended up in 15th position by selling 1,527,304 bbls. as compared with 1,371,501 bbls. in 1957.

Six of the top 15 brewers—Schlitz, Liebmann, Pabst, Miller, Stroh and Schmidt—reported decreased sales in 1958. While Schlitz and Miller managed to retain their 1957 positions, Pabst slid from 8th to 10th, Stroh dropped from 10th to 12th, Liebmann moved from 7th to 8th and Schmidt dropped from 13th to 14th position.

Athough Theo. Hamm Brewing Co. showed increased sales, it lost 5th place to Carling Brewing Co., which sold 380,194 more barrels last year than it did in 1957.

Other brewers which improved their positions this year were Lucky Lager Brewing Co., which jumped from 12th to 9th and F. & M. Schaefer Brewing Co., which rose from 9th to 7th. #

'58-'57 Sales of 27 Top Brewers

Compiled by Modern Brewery Age

(In terms of barrels of 31 gallons each)

Brewery	1958	1957	Gain/loss	% Gain/loss
Anheuser-Busch	6,982,022	6,115,762	+864,238	+14.20%
Schlitz	(5,985,000)*	6,023,608	(— 38,608)	(—0.60%)
Falstaff	4,502,000	4,291,761	+210,239	+ 4.90%
Ballantine	4,035,529	3,981,728	+ 53,801	+ 1.35%
Carling	3,531,182	3,150,988	+380,194	+12.10%
Hamm	3,394,206	3,376,413	+ 17,793	+ 0.53%
F & M Schaefer	2,887,000	2,940,000	— 53,000	— 1.80%
Liebmann	2,847,000	2,900,000	— 53,000	— 1.83%
Pabst	†2,550,000	2,900,000	—350,000	—12.10%
Lucky Lager	2,265,540	2,068,217	+197,323	+ 9.54%
Miller	2,219,635	2,221,011	— 1,376	— 0.06%
Stroh	1,925,000	2,583,515	—658,000	—25.50%
Blatz	1,700,000	1,246,731	+453,269	+36.40%
C. Schmidt	1,660,909	1,757,000	— 96,091	— 5.5 %
Drewry's	1,527,304	1,368,712	+158,592	+11.60%
Jacob Ruppert	1,450,000	1,502,000	— 52,000	— 3.46%
Piel Bros.	1,420,000	1,435,000	— 15,000	— 1.04%
Coors	1,400,000	1,146,585	+253,415	+22.10%
National Brewing	1,294,000	1,301,000	— 7,000	— 0.54%
Olympia	1,249,200	1,104,000	+145,200	+13.20%
Duquesne	1,032,266	1,061,920	— 29,654	— 2.80%
Jackson	1,030,351	1,107,000	— 76,649	— 6.90%
Pearl	981,339	943,316	+ 38,023	+ 4.00%
Burgermeister	972,000	974,000	— 2,000	— 0.2 %
Narragansett	888,021	881,000	+ 7,021	+ 0.80%
Pfeiffer	841,315	908,544	+ 67,229	+ 7.40%
International Breweries	830,000	843,554	— 13,554	— 1.60%

* At press time Schlitz figures were not as yet directly available from officers of the company. Figures in parentheses are publisher's estimates and therefore subject to correction when such figures are released.

† Pabst Brewing Co. released a preliminary combined figure for Pabst and Blatz Brewing Co., with which it merged in the latter part of 1958, of 4,250,000. A separate estimate of 1,700,000 was released for Blatz 1958 sales. Subtraction reveals the preliminary Pabst estimate shown on the table. The combined figure would place the merged company at 4th in sales of the nation's breweries.

'58-'57 Sales of 15 Leading Brewers

Compiled by National Beer Wholesalers Assn.

(Figures in parentheses indicate number of breweries operated)

		1958 Sales in Barrels	1957 Sales in Barrels
1.	Anheuser-Busch Inc. (3)	6,982,022	6,115,762
2.	Jos. Schlitz Brewing Co. (4)	5,893,000	6,023,608
3.	Falstaff Brewing Corp. (7)	4,550,000	4,300,000
4.	P. Ballantine & Sons	4,035,529	3,981,728
5.	Carling Brewing Co. (5)	3,531,182	3,150,988
6.	Theo. Hamm Brewing Co. (2)	3,394,206	3,376,413
7.	F. & M. Schaefer Brewing Co.	2,970,000	2,850,000
8.	Liebmann Breweries Inc. (4)	2,850,000	2,966,315
9.	Lucky Lager Brewing Co. (4)	2,265,540	1,966,898
10.	*Pabst Brewing Co. (4)	2,250,000	2,900,000
11.	Miller Brewing Co.	2,244,000	2,322,060
12.	Stroh Brewery Co.	1,950,000	2,583,515
13.	*Blatz Brewing Co.	1,700,000	1,246,731
14.	C. Schmidt & Sons (2)	1,660,908	1,757,132
15.	Drewrys Ltd. U.S.A. (3)	1,527,304	1,371,501

* Pabst bought Blatz last July; totals listed separately.

Patcevitch Says He Weighs Bids on Conde Nast

(Continued from Page 1)

by various prospective purchasers, but that he had come to no decision and "probably would not do so for some time."

■ Mr. Patcevitch holds a personal and exclusive option to buy Conde Nast stock for Amalgamated Press Ltd., giant British magazine publisher which now reportedly holds controlling interest in the U.S. company. Although the extent of Mr. Patcevitch's prospective holdings has not been made public, ADVERTISING AGE learned it is the largest single outstanding block of shares and probably equals a controlling interest in Conde Nast Publications.

Arthur B. Langlie, president of McCall Corp., told ADVERTISING AGE that Norton Simon, who controls *McCall's*, had been interested in Conde Nast but that negotiations were broken off. Mr. Langlie added that Mr. Simon's bid for the publishing company had been made independent of McCall Corp.

■ Meanwhile, following purchase by Conde Nast of Brides House Inc. Jan. 2 (AA, Jan. 5), Mr. Patcevitch becomes board chairman of Brides House, while Wells Drorbaugh Sr., president of Brides, becomes a director of Conde Nast. Benjamin Bogin, Perry Ruston and Daniel Salem, all Conde Nast directors, take similar posts with Brides House. #

Brodsky Joins Garfield-Linn

Frank R. Brodsky, for the past three years a vp of Gordon Best Co., has joined Garfield-Linn & Co., Chicago, in an executive position as a member of the management team. Mr. Brodsky also has operated his own Chicago agency and is a former ad director of the Pepsodent division of Lever Bros. Co.

Premium Book Published

"Merchandising Thru Premiums," by Edwin C. Hoffman, has been published by *Premium Merchandising*, New York. The book is designed to aid premium users, premium sellers and admen. Cost is $1.

FTC Examiner Hits Firestone 'Original Equipment' Tire Ads

(Continued from Page 1)

term "original equipment" in advertising for Firestone tires, Mr. Cox recommended a cease and desist order.

He conceded that the Firestone Super Cushion tires had been used as original equipment before 1955, but he pointed out it was not an "original equipment" tire at the time it was advertised as such in 1957.

He suggested that the tire company be prohibited from referring to a tire as "original equipment" or "designed as original equipment" unless it specifies the year in which it was used by auto manufacturers.

■ His proposal to dismiss the dispute over the use of grandiose trade names for inferior lines of tires took into consideration the fact that Firestone has agreed to change its brand name so that inferior brands will have less imposing names.

He pointed out the company has already spent over $200,000 for new molds to make the change.

"If an order were issued," Mr. Cox noted, "enforcement would be handled by FTC's compliance division. On the other hand, compliance with the tire advertising rules is being handled by the bureau of consultation. Firestone's changeover might be delayed if it received divided guidance from two different parts of FTC," he noted. #

Masury to Use 1st Consumer Magazine Ads for New Paint

John W. Masury & Son, Baltimore, will use the first consumer magazine advertising in its history when it pushes its Svenska One-Coat White Church paint during 1959. The schedule currently being planned calls for ads to run in *American Home* and *Better Homes & Gardens*. The campaign for the new paint has already been kicked off in trade publications.

Plans for the near future also call for national introduction of a new line of alkyd-oil, low-luster paints to be called Masury Land O' Youth one-coat housepaint in story-book colors. Both trade and consumer publications will be used. The company will also advertise its marine lines more extensively this spring and will include ads in *Motor Boating* and *Popular Boating*. H. W. Beddemeier Co., Baltimore, is the agency.

Pesco Appoints Harker

J. R. Harker, formerly with Sunbeam Corp., has been named commercial marketing manager for all consumer products of the western branch, Pesco Products division, Borg-Warner Corp., Burbank, Cal. He will be responsible for a national sales and marketing program for the company's new portable engine generator.

AGENCIES HONORED—*Russ Stewart (right), vp and general manager of the Chicago Sun-Times, presents a plaque on behalf of the newspaper field which honors advertising agencies to Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding. Mr. Cone accepted for the American Assn. of Advertising Agencies.*

FCC May Evict Nets From Spot Sales Field

(Continued from Page 1)

a system of minimum buy which has generally gone unchallenged so far as the FCC or the anti-trust division are concerned. On multiple ownership, FCC is expected to ignore recommendations for tighter rules, and to permit the existing practice of five VHFs and two UHFs to a single licensee to remain unchanged.

A ruling to prevent stations from allowing network-owned organizations to handle their spot time sales would represent a change of heart by the commission. When the Station Representatives Assn. raised the issue several years ago, FCC decided network activity in the station rep area did not violate any existing law or regulation.

■ In recommending that FCC get the networks out of the spot business, FCC's study group said the commission should decide network activity in selling spot time is contrary to the public interest.

The staff said its studies show networks face a temptation to channel programs into network time instead of spot time. It reported there is some evidence that CBS has tried to influence spot time charged by stations it represents, to keep it in line with the rate for network time.

■ Altogether, the report said, CBS has sold spot time only for 13 stations, including five which it owns, while NBC represents 14, including seven of its own. ABC does not sell spot.

The report notes, however, that the two network sales organizations accounted for a fourth of all spot sales in April, 1956 (the sample month), a sum exceeded by only one of the 25 independent spot sales organizations operating at that time.

Income from spot is small by comparison to that earned from network operation or from operation of network owned stations, the report said, but net income of NBC and CBS before taxes from spot sales was two thirds of the revenue received by all spot sales organizations. The report found CBS Spot Sales generally charged the highest commissions in the industry, while NBC's were more typical of rates charged by independents. #

Plug 'Victim' of Esther Williams Doesn't Object

(Continued from Page 1)

company was queried, rather than Greyhound, since the bus line will be leaving the show in several weeks. There are big chunks of available time in the Allen sponsor lineup, with four full shows open between now and April, as of this writing.

■ Mr. Spector had not seen the program, but he was not disturbed by the plug reports. He said the Allen show was giving Hazel Bishop the kind of impact it hadn't had from tv in years and that everybody is very well pleased with this buy, which will be extended if returns continue to be favorable.

He pointed out that the agency has no control over the program content of the Allen show. He said Hazel Bishop probably wouldn't complain even if the executives were displeased after they looked at the kinescope.

"Maybe they couldn't get Esther Williams unless they handled the program in this way," he surmised. "Esther Williams draws a good rating, and Steve Allen is very well liked by the public. If you know another program of that sort, we'll buy it—plugs and all."

■ When queried about the swimming pool plug, which was mixed with mentions for Vic Damone's latest recording, a Steve Allen aide indicated that he thought Miss Williams was well worth it. "She's a terrific draw. We get a great rating every time she's on," he said.

Other sources reported that Miss Williams' company (International Swimming Pool Corp.) did contribute some money to the production cost; the pool was put up at its expense. #

Ronson Sponsors Contest for Advertising Students

Ronson Corp., Woodbridge, N.J., is sponsoring an advertising contest on its new Varaflame butane gas table lighters among advertising students in leading colleges nationally. The contest closes March 12. Winners will be announced about March 23. Duplicate first, second and third prizes will be awarded to male and female winners. First prize is an all-expense two-day study trip to the 27th annual convention of the National Assn. of Tobacco Distributors in Chicago, April 5-10.

Contest entrants must enter copy and layout for one original advertisement representing the student's own approach to promoting the new Varaflame butane gas table lighter.

New Group to Sell Newspapers Is Contemplated

CHICAGO, Jan. 23—A third selling force, fitting somewhere between the Bureau of Advertising (which sells newspapers in general but cannot take an order) and the newspaper representative (which sells an individual newspaper list and can take an order, but has problems in selling newspapers generally) is under discussion among newspaper representatives.

In character, it will probably be a high-level task force, composed of perhaps five salesmen—three in New York, two in Chicago. They will be salaried. Their job is to be not unlike the work being done by the new business committees of the American Assn. of Newspaper Representatives—to contact advertisers and agencies at a high level; and to propose optional plans for the use of newspapers, naming specific markets and lists, after having studied the advertiser's problem and developed a specific newspaper structure suitable to his needs.

■ Whether it will be formed under the aegis of the AANR remains to be determined. The exact character of the new selling organization—which would sell b&w as well as color—has yet to be determined. The number of salesmen is tentative. Precisely how the new force will be meshed into existing mechanisms also has yet to be determined. At present it is to be financed by the representatives, but whether all major representative companies will contribute is not yet certain.

Cost of the deal would be between $100,000 and $120,000; about $70,000 has been pledged so far.

■ The new organization was put together with remarkable speed. First discussions were held only about four weeks ago. The board of directors of AANR discussed it at length at its meeting here Jan. 18, preceding the Newspaper Advertising Executives Assn. meeting. At a meeting at the Branham Co. in New York today the whole subject was discussed, but nothing solid was determined.

■ The new selling group is not the only new force shaping up in the newspaper selling field. Still in the wings is Newspaper Color Advertising Inc., the proposed cooperative organization to sell newspaper color—to serve as a source of information on color availability, cost, mechanical requirements, discounts, etc. This organization, which would be open to all representatives with one or more newspapers offering color facilities in cities of 250,000 population or more, was largely the handiwork of three representative companies—O'Mara & Ormsbee, Sawyer-Ferguson-Walker, and Ridder-Johns.

Newspaper Color Advertising was also open to newspaper publishers in markets of 250,000 or more who operate via branches.

■ Last September newspaper executives and representatives decided to postpone any action on Newspaper Color Advertising Inc. when the plan was disclosed to them at the annual r.o.p. color conference. The intervening period has seen a number of presentations to publishers of how the color selling unit would work, with—say the representatives who put on the presentation—"good results; lots of enthusiasm." But the best guess seemed to be that Newspaper Color Advertising Inc. stood about where it did after the color conference in September—in abeyance. #

Last Minute News Flashes

Brach Candy Switches Account to Tatham-Laird

CHICAGO, Jan. 23—E. J. Brach & Sons, candy manufacturer, has named Tatham-Laird Inc. to handle its advertising, effective immediately. The company spent $300,000 in national media last year. Arthur Meyerhoff & Co. is the previous agency.

Western Union to Offer CandyGrams

CHICAGO, Jan. 23—Western Union will announce a new service Tuesday called CandyGrams, whereby boxes of candy or allied products can be ordered by wire for any point in the U. S. The new service will be a cooperative effort with Stevens Candy Kitchens, Chicago. Reach, McClinton & Pershall will handle the account.

Chevy Dealers Indicted on Price Ad 'Collusion'

DETROIT, Jan. 23—The Detroit Chevrolet Dealers' Assn. and 22 member dealers were indicted today under the Sherman Act, on charges of price packing and agreeing to refrain from price advertising.

Titeflex Moves to Basford from Arndt, Preston

SPRINGFIELD, MASS., Jan. 23—Titeflex Inc., a subsidiary of Atlas Corp., has moved its account from Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, to G. M. Basford Co., New York. Titeflex is a leading producer of flexible metal hose and electrical components for aircraft and industrial use.

EWRR Gets Union Oil's Radio, TV Billings

LOS ANGELES, Jan. 23—Union Oil Co. of California has appointed Erwin Wasey, Ruthrauff & Ryan, Los Angeles, to handle its radio and tv advertising, formerly handled by Young & Rubicam, Los Angeles. Y&R continues to handle the remainder of the account.

Gallo Wine Account Returns to BBDO

MODESTO, Jan. 23—The E. J. Callo winery today reappointed Batten, Barton, Durstine & Osborn, San Francisco, succeeding Doyle Dane Bernbach Inc., New York. The changeover will begin at once. BBDO was the company's agency from 1950 to 1955. Ernest Gallo, president, said, "We have got to have an agency with a fully staffed office close to our headquarters." Christy Allen, vp, will be management supervisor on the account.

Atkinson Named Ruppert Ad Chief; Other Late News

• **Maurice E. Atkinson,** who joined Jacob Ruppert, New York brewer, last fall as assistant to the director of marketing (AA, Nov. 10), has been appointed advertising manager of the brewery. He succeeds Lincoln W. Allen, who has resigned. Mr. Atkinson was formerly director of merchandising of Pabst Brewing Co., Chicago.

• **American Society of Travel Agents,** New York, has named Caples Co., New York—which handles its trade advertising and promotion—to handle its first consumer campaign. Caples was one of three agencies bidding for the account. The campaign starts early in spring in at least three large-circulation magazines with overseas readership.

• **Robert Seaman,** editor of *Rubber World*, published by Bill Bros., New York, has been appointed general manager and will continue as editor. Robert L. Miller, eastern sales manager, has been named advertising sales manager. B. Brittain Wilson continues as publisher.

• **Dale Anderson** has resigned as vp and account management supervisor at Lennen & Newell to join Compton Advertising as vp and account supervisor.

• **Ogden Kniffin,** formerly with Young & Rubicam as account executive on Personal Products Corp., Milltown, N. J., has joined Colorforms, New York toy manufacturer, as ad director and new products manager.

• **Richard H. Baxter** has been promoted to research director of Cunningham & Walsh, New York, succeeding Gerald W. Tasker, who is resigning after 34 years with C&W. Promoted to associate directors of research are Caleb Brokaw and Charles Suttoni.

• **Zed R. Daniels,** formerly vp and treasurer of Anthony, Daniels & Lucas, Chicago marketing and merchandising consultant, has been named marketing and ad manager of Orange-Crush Co., Evanston, Ill. He succeeds Howard R. Medici Jr., who has left the company.

• **Radio & Tv News,** published by Ziff-Davis, New York, will change its name to *Electronics World*, effective with its May issue, "to give a truer indication of the range of interests covered in the magazine." The publication was launched in July, 1920, as *Radio News*.

• **William B. Reily & Co.,** New Orleans, has moved its western states advertising for Luzianne coffee from Heintz & Co., Los Angeles, to Walker Saussy Advertising, New Orleans, which already handles a portion of the account.

• **Kenneth Fleming** has been appointed director of media and broadcast programming of McCann-Erickson, Chicago. John Deacon joins McCann as media group head from Tatham-Laird. Ruth Leach joins the agency as a time buyer from Edward Petry & Co., tv and radio station representative.

• **Peruvian Airlines** has named Inter-American Advertising, Miami, to handle its North American advertising. Earlier this month, TAN Airlines, Honduras, which operates a Miami-Lima-Buenos Aires route in cooperation with Peruvian Airlines, also appointed Inter-American.

• **Campbell Soup Co.** will offer consumers a 30¢ refund for six can labels of its meatless soups in a Lenten promotion throughout March. Promotion will include color ads in *Life, McCall's, Reader's Digest* and newspaper supplements, plus radio spots in major cities, and three network tv shows. Batten, Barton, Durstine & Osborn handles the account.

• **Hartke-Hanks Newspapers** in Texas has been exonerated of any violation of anti-trust law in the district court in Dallas by Judge T. Whitfield Davidson. The Department of Justice had sought an indictment against the chain when the Hartke-Hanks-owned *Greenville Banner* bought the *Greenville Herald* for $300,000, making it the sole paper in Greenville. The Justice Department said the chain had used all its resources and operated the *Banner* at a loss, lowering its subscription and advertising rates and increasing its advertising staff, in a successful attempt to force the *Herald* out of business (AA, Sept. 15, '58).

Rival Publicizes FTC Plaint on Six Month Wax

NEW YORK, Jan. 22—When Continental Wax Corp. was hit by a Federal Trade Commission complaint last week (AA, Jan. 19), one of its competitors was so jubilant it hired a pr company to spread the news—anonymously. As a result, however, the competitor has been getting some not-so-anonymous publicity for itself.

ADVERTISING AGE last Friday was the recipient of a phone call from a "free lance" pr man who "was not free to say" just who his client was. But he wanted to be sure AA knew that the FTC was charging that Continental's Six Month floor wax would "not last for six months, as maintained in its radio, tv and newspaper advertising."

The ad columnists of the New York dailies got the news via press releases and photostated copies of the complaint, handed out in plain envelopes—a procedure that Doris Willens of the *Journal American* lamented in her ad column the next day, without mentioning any names.

■ This public denouncement brought forth an agitated phone call to ADVERTISING AGE from Robert L. Haag, senior vp at Kastor, Hilton, Chesley, Clifford & Atherton, the agency handling Preen wax for A. S. Harrison Co.

Mr. Haig said he was calling in an attempt "to keep this from evolving any further into a public relations war." He then acknowledged that Preen's pr company, Martial & Co., was publicizing the FTC complaint. Checking showed that the "free lance" pr man who had originally called AA on Friday could be reached by phone at Martial & Co.

■ Meanwhile Continental Wax had counter-attacked by hiring its own pr company, Tex McCrary Inc., which immediately began dispensing information on this "slippery business" to inquiring reporters. Lawyers were called in also, "and this whole thing is being thoroughly investigated," the McCrary company reports.

The company contends that it is against FTC regulations for anyone other than the parties involved in a complaint to disseminate information about the complaint. The company also questions how Martial got possession of the complaint so promptly, and is investigating the possible involvement of a third pr company for a third wax competitor.

■ Over at Martial & Co., the president, Ed Maher, told reporters that his company had distributed "about ten photostat copies of the FTC complaint. All we were doing was making sure the people who should know about it do know about it," he said.

Mr. Maher also said his company had distributed copies of the January issue of "Consumer Reports," which carried an unfavorable report on Six Month floor wax.

The FTC complaint charged Continental with using "false, misleading and deceptive statements" in advertising its Six Month floor wax on radio and tv, in newspapers and on the product. "In truth and in fact," the complaint said, "the household wax will not last for a period of six months under ordinary circumstances."

■ Among the items cited in complaint was newspaper copy reading: "The new 'living' wax—the world's first and only wax guaranteed not to walk away, wash away, wear away for six full months." The complaint also included similar radio commercials and a tv commercial spot that showed a classroom where "tests proved even thousands of footsteps couldn't destroy Six Month wax."

A hearing has been set for March 16 in Washington, D. C.

Continental in its official statement says that "The totally unfounded complaint will be answered in due course with authoritative research data from independent science laboratories, proving the long lasting qualities of this wax."

Continental's agency is Product Services, which could well be a little gun shy at government complaints. Last March, the Food & Drug Administration ordered another client, Harrison Laboratories, to withdraw its TenDay press-on nail polish from the market because it was injurious to fingernails (AA, March 3). #

FESTIVAL—*Chun King Associated Enterprises will build its biggest promotion of the year around the Chinese New Year, Feb. 8 (Year of the Pig, 4657). Color ads will run in Ladies' Home Journal, Life and newspaper supplements. J. Walter Thompson Co., Chicago, is the agency.*

McCann Shifts George Park, Promotes Sonnecken, Gelman

McCann-Erickson has shifted George Park from president of its affiliate, Market Planning Corp., to its home office, where he will be a management service director with account responsibilities. Mr. Park joined McCann in 1955 after having been manager of advertising and sales promotion for General Electric Co.

The new president of Market Planning, as reported in AA Jan. 5, is Edwin Sonnecken, formerly exec vp and general manager. Nevin Gelman has succeeded Mr. Sonnecken as vp and general manager of the affiliate. He was formerly manager of the home office's central research division.

Yardis Sparks Formation of New Agency Network

Plans for a new agency network are being promoted by Yardis Advertising Co., 2116 Walnut St., Philadelphia 3. The new network, tentatively named Marketing Assn. of North America, will be devoted to the exchange of creative ideas and marketing services, according to Raymond Rosenberg, Yardis president.

Applications for membership are being solicited from agencies in the $500,000 to $1,500,000 billing bracket throughout the country, Mr. Rosenberg says. An organizational meeting is planned for April, probably in Chicago.

Reach, McClinton Ups Risley

F. R. Risley, senior vp and manager of the Newark office of Reach, McClinton & Co., has been named vice-chairman of the board. He is succeeded as Newark manager by Don Mayer, a vp and account executive at the agency since 1953.

Net Earnings in '58 Highest Ever, Nielsen Reports

(Continued from Page 3)
compared wtih $4,896,000 in fiscal 1957, an increase of 19.7%.

Results for the first quarter of 1959 show service revenue at $6,220,039, a gain of 14% over last year's figure of $5,454,323. Profits are up 10%, at $218,713, against $198,100 for the corresponding quarter of 1958.

■ A. C. Nielsen Sr., chairman, attributed increased earnings in part to greater operating efficiency, improved control of expenses and expanded selling effort.

He lists in the report new or enlarged facilities which the company completed during the fiscal year. He cited an 11,000 sq. ft. addition to the headquarters building in Chicago, new and larger quarters in New York and a new wing which increased the Menlo Park, Cal., office production area by 50%.

A previously announced expansion of report production facilities at Fond du Lac, Wis., became fully productive during 1958. Preparations for expansion and moves to larger quarters in Sydney, Australia; London and Montreal, were started, and they were completed shortly after the end of the fiscal year.

■ Other highlights from the report:

• National operation of the Nielsen Camera Index service, supported by manufacturers of photographic equipment, has now begun in the U.S.

• Nielsen Food and Drug Index services were established in Sweden and have been productive since February, 1958. The Nielsen Household Index panel is now fully operative in Belgium.

• Work has begun toward the goal of establishing a 100-market level for the Nielsen Station Index service in fiscal 1959. Operations at the close of fiscal 1958 were at a 32-market level.

• Consolidated working capital at the end of fiscal 1958 amounted to $2,966,498 compared with $2,370,396 a year earlier, and the Nielsen Retirement Trust contribution was increased from $300,000 to $360,000. #

Popular Science Boosts Beals

Robert D. Beals, formerly assistant to the president, has been appointed treasurer and business manager of Popular Science Publishing Co., New York.

ARTWORK—*Paintings by Robert Reynolds add "contemporary" note to newspaper ads for Tillamook County Creamery Assn. The campaign, the first by Tillamook's new agency, Showalter Lynch, Portland, Ore., breaks Feb. 12 in 41 newspapers on the West Coast.*

'Juliet' Is Taken; Dell Renames New Book 'Ingenue'

(Continued from Page 3)
and *Women's Wear Daily.*

But at the last minute—too late to stop some teaser ads ("Juliet will be here")—Dell received a disturbing call from a Pennsylvanian named Boris Leavitt, who also publishes *Juliet,* a fashion magazine distributed outside the U. S.

"We had to come up with another title fast," said Harold Clark, Dell's vp and ad director, "and it had to be a name with merchandise value as well as one getting across the idea of a young girl coming into maturity."

After a heated name-tossing session, said Mr. Clark, Dell's brain-trusters came up with *Ingenue.* "In New York, its connotation is with the theater, but west of the Hudson it means just what we want it to mean, a young gal of teen-age.

"We don't think the new title will give us any difficulty, because it's not a lot harder than *Mademoiselle,* and look how that caught on.

"Besides," he added, "at least 75% of high school girls take French anyway."

■ Mr. Clark said that *Ingenue* will be promoted in high schools prior to its advent on newsstands April 1. Advertising plans include the same business paper schedule as well as ads in high school newspapers. Plugs on radio disc jockey shows are also planned, he said.

Advertising sales, based on an initial guarantee of 400,000, are currently under the direction of Mr. Clark and his regular Dell sales staff. Alice Thompson, formerly with *Glamour* and onetime editor and publisher of *Seventeen,* will be editor-in-chief. #

$92,800,000 Is Asked for Census in Ike's Budget

(Continued from Page 2)
spent for preparation, the censuses of business and manufactures will ultimately involve expenditures of $15,000,000 through a four-year period. The censuses of population, housing and agriculture are expected to cost a total of $118,000,000, also over a four-year period covering preparation, collection and publication, a sum about equal to the total cost of the 1950 census, which covered 30,000,000 fewer persons.

■ In requesting $38,200,000 for the government's continuing statistical work, the President recommends an increase of $1,600,000 over 1959, and a total of $4,500,000 more than Congress provided for similar purposes two years ago.

Among his important suggestions was a reorganization which gives the Bureau of the Census full responsibility for all statistics in the housing field, with a $400,000 budget increase to provide better sampling, and a new report on expenditures for maintenance and repair.

In turn, the Department of Labor is to take all responsibility for information about the labor force, although the Census Bureau will be "employed" by the Labor Department to collect the monthly report on employment.

■ In the pricing field, the President requested $200,000 to increase the sample used for the consumer price index, and $230,000 for preparatory work on a large scale consumer expenditures study which will be used as a basis for appraising and revising the consumer price index.

A previous expenditure study was made in 1950. Since the new study will require several years, and will cost several million dollars, the message says the revised index is not to be ready before January, 1963. #

Grant, Schwenck Resigns Bankers Life & Casualty

Grant, Schwenck & Baker, Chicago, has resigned the advertising account of Bankers Life & Casualty Co., Chicago, "because of an honest difference of opinion on direction." The account is reported to bill in excess of $1,000,000. J. L. Parkin, Bankers Life ad director, said the company, which sells the White Cross insurance plan, by mail, has not yet selected a new agency, but expects to make an appointment in the near future.

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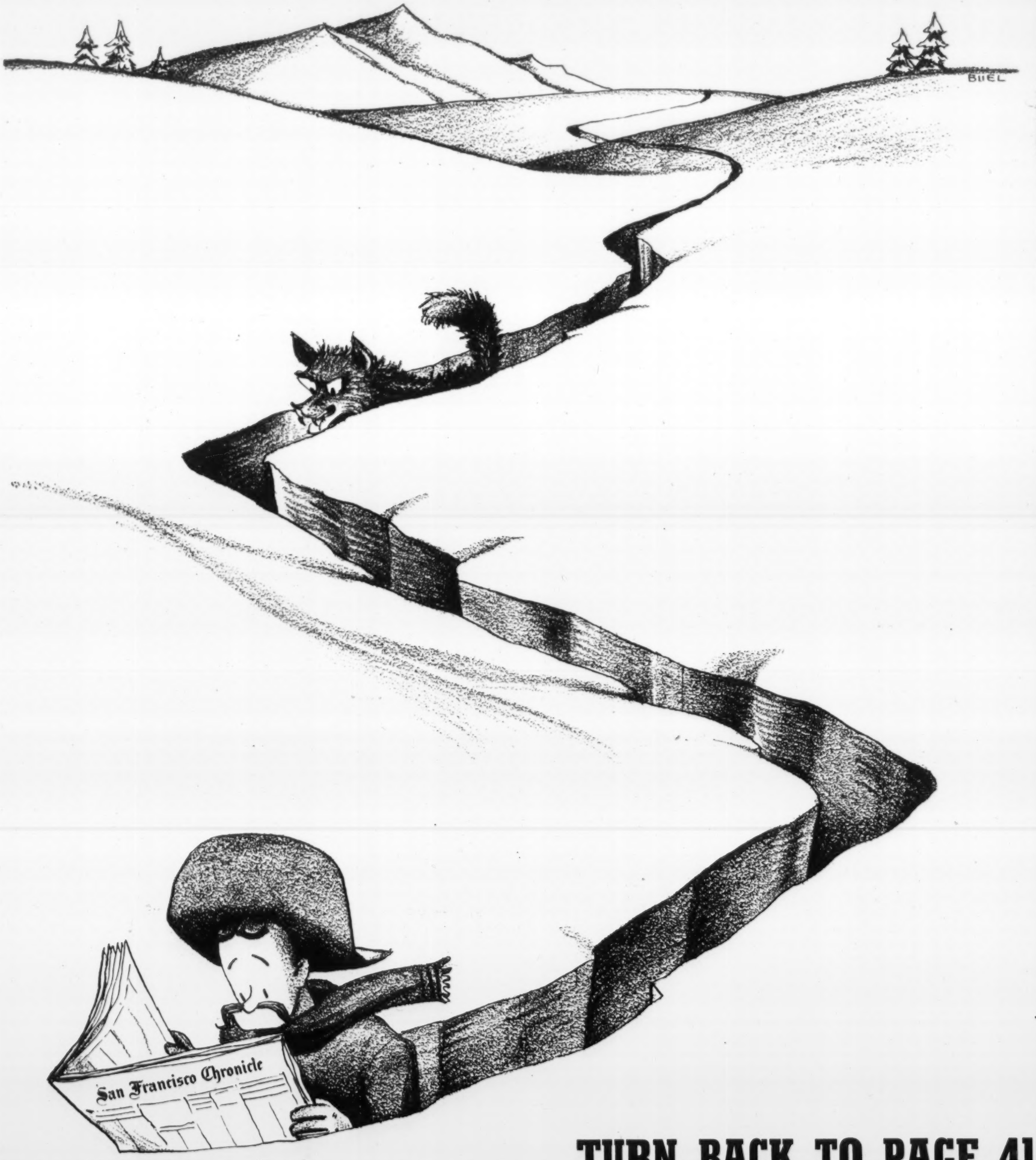

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Represented by Sawyer Ferguson Walker